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FINAL REPORT  
Volume I

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TITLE: A content analysis of thirty  
Canadian daily newspapers  
published during the period  
January 1 - March 31, 1965,  
with a comparative study of  
newspapers published in 1960  
and 1955.

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A COMPREHENSIVE ANALYSIS OF BRITISH NEWSPAPERS  
NEWSPAPERS PUBLISHED DURING THE PERIOD  
JANUARY 1 - MARCH 31, 1955, WITH A COMPARATIVE  
STUDY OF NEWSPAPERS PUBLISHED IN 1950 AND 1955

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**VOLUME I**

Report presented to the Royal Commission  
on Billingsgate and Finsbury Dock

John Lewis

June, 1956.



A CONTENT ANALYSIS OF THIRTY CANADIAN DAILY  
NEWSPAPERS PUBLISHED DURING THE PERIOD  
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## Chapter One

### INTRODUCTION

#### The general purpose

This is a study of Canadian daily newspapers and the news they publish about the various provinces in this country. It examines the variety, the quantity and the source of news concerning each province, with particular attention to what is printed about Quebec.

Our general purpose was to find out if there is a pattern of information about Quebec in English-Canadian papers, with a certain kind of news predominating, or if the pattern varies from province to province, or from paper to paper. We examined the difference that geographical distance from Quebec might make to the amount and character of news published, balancing this factor against the likelihood that the largest newspapers, in terms of overall size and circulation, might present fuller reports from varied sources, in spite of distance. The study enquired into the source of news about Quebec, and the relative dependence of individual papers upon Canadian Press for this material.

The same questions were asked about news concerning the nine other provinces, paying special attention to news published in Quebec papers. We tried to discover if Quebec's French-language press published a discernible pattern of information about the rest of Canada, and if a similar pattern existed in Quebec's English-language papers. We



asked if geographical distance could be the main contributing factor to the amount of news published by a paper about any province. We also examined the source of that news.

Using the system of analysis described below, we set out to discover what newspaper readers across the country - in Vancouver, Montreal, Halifax or other main centres - learned about the various parts of Canada during the first three months of 1965. A limited comparison was made with newspapers published in the first three months of 1955 and 1960, respectively.

The major study was concerned with newspapers published between January 1 - March 31, 1965. During this period 105 daily newspapers were published in Canada, and a representative sample of 30 papers was chosen by Mr. Antonin Boisvert, (at that time supervisor of the Mass Media Research Division), after taking into account each paper's circulation, its language and province of publication, and its membership, if any, in the two prominent newspaper groups, Southam newspapers, and Free Press Publications. (No Thomson paper was included in the final choice of 30 papers).



The 30 newspapers chosen were:

Vancouver Sun (Southam)  
Vancouver Times  
Victoria Colonist (Free Press)

Edmonton Journal (Southam)  
Calgary Herald (Southam)

Regina Leader-Post (Clifford Sifton)  
Saskatoon Star-Phoenix (Clifford Sifton)

Winnipeg Free Press (Free Press)  
Winnipeg Tribune (Southam)

Toronto Star  
Toronto Telegram  
Toronto Globe and Mail  
London Free Press  
Hamilton Spectator (Southam)  
Windsor Star  
Ottawa Journal (Free Press)  
Ottawa - Le Droit  
Kitchener-Waterloo Record

Montreal - La Presse  
Montreal - Le Devoir  
Montréal Matin  
Montreal Gazette  
Montreal Star  
Sherbrooke - La Tribune  
Three Rivers - Le Nouvelliste  
Quebec - Le Soleil

St. John Telegraph-Journal  
Halifax Chronicle-Herald  
Sydney Cape Breton Post

St. John's Telegram

For the subsidiary, comparative study of newspapers in 1955 and 1960, a sample of eleven papers was chosen from the thirty papers listed above. The choice was made by Mr. Boisvert after taking into account the same factors described in the selection of those thirty papers.



The eleven newspapers chosen were:

Vancouver Sun	Montreal - La Presse
Edmonton Journal	Montreal Star
Winnipeg Free Press	Quebec - Le Soleil
Toronto Star	St. John Telegraph-Journal
Toronto Globe and Mail	Halifax Chronicle-Herald
London Free Press	

The coders who were hired to work on the major study of 1965 newspapers were employed as researchers as well as coders on the subsidiary study of papers in 1960 and 1955. The researchers worked together on microfilmed copies of the original 1955 and 1960 papers, jointly deciding which articles were relevant to our study.

It was decided by Mr. Boisvert that the volume of work involved in researching the 1965 newspapers was too great to be handled by the project's own research staff, and therefore the Canadian Press Clipping Service (a division of the Maclean-Hunter Company) was asked to clip relevant items from the 1965 newspapers. Since this meant that the Clipping Service itself had to decide precisely which items were relevant to our investigation, detailed instructions were prepared for the Clipping Service by the author of this study.

The Clipping Service was instructed to clip news items from the final edition of each paper concerning every part of Canada other than the province in which the paper was



published. Specifically excluded were any news items of a "national" nature, because a study of the treatment of national news in Canadian daily papers was already being conducted for the Commission by Professor Donald Gordon of the University of Alberta. On this account, the Clipping Service was told to exclude news items about the federal government, national political parties and their members, the federal civil service, national bodies such as the Armed Forces, and national institutions such as Air Canada, the National Film Board and the National Gallery.

The Canadian Press Clipping Service was asked to supply every form of news item: straight news report, features, editorials, cartoons, maps or diagrams (including weather reports), letters to the editor, announcements of births, marriages and deaths, and items reprinted from other newspapers.

We also asked the Clipping Service to identify clearly any items which were clipped from the front page, the editorial page, the page facing the editorial page, or the first page of a section, and to mark specially any item which was the main, front page story or the leading editorial.

The Clipping Service began sending us clippings on December 1, 1964, a month before the actual project itself was scheduled to start. During that month, the author checked items received against actual copies of the newspapers concerned.



When it was found that we were not being supplied with certain items - in particular cartoons, letters to the editor, birth, marriage and death announcements - and that clippings were not consistently marked with their page of origin, the author discussed the selection procedure at length with the General Manager of the Clipping Service, Mr. L.W. Housley.

The Clipping Service employees found certain difficulties in meeting our requirements. One difficulty lay in establishing the necessary division between "national" and "provincial or regional" news. Occasionally, an event in one province would acquire "national" overtones, as was the case when Premier Bennett began his campaign to have a provincially-operated bank established in British Columbia. The initial newspaper reports were easy to class as "provincial", but difficulties arose when accounts began to appear of the federal government's reaction to Bennett's proposal. At this stage a decision had to be made as to whether the story still came within the boundaries of our study. In this particular case - and in others like it - we maintained that the story should be included in our study only when the provincial aspect was dominant. When the story's main emphasis was on the federal government's banking policy, then it should be excluded. Since the emphasis varied from paper to paper, this meant that of, perhaps, five newspaper accounts of the incident, two might be excluded from our study.



Similar problems arose over stories concerning national organizations. For example, news items about the purchase of new aircraft by Air Canada would be rejected as "national" stories, but a hypothetical Air Canada plane crash in Quebec which caused damage to property there would have to be included, because it concerned Quebec directly.

This Division between "national" and "provincial or regional" news often seemed artificial, as well as difficult in practice. But the basic rule mentioned above in the Bennett case was strictly applied throughout the study.

A different kind of problem arose over such items as a speech about Quebec's aspirations, made by Premier Lesage in Toronto. This item, when reported in the Toronto papers, might at first sight be classified as "local" - an Ontario event reported in Ontario papers - and therefore not relevant to our study. However, since the author felt that such a story in reality concerned Quebec, and not Ontario, the Clipping Service was instructed to submit any such items to us.

By the time that our major study was due to start, on January 1, 1965, all the problems encountered by the Clipping Service in connection with our needs appeared to have been solved.



Originally, we had planned to classify all items received, but the volume of newspaper clippings was larger than we had anticipated. Altogether, we received between 25,000 and 30,000 clippings from the thirty daily newspapers published between January 1 - March 31, 1965. Since the project's two coders, working by the system described below, dealt with only two hundred clippings per day, it was decided to make a selective sample of the newspaper items received.

The dates of issue chosen for study were:

	1965			
Monday	Jan. 4	Jan. 25	Feb. 15	Mar. 8
Tuesday	5	26	16	9
Wednesday	13	Feb. 3	24	17
Thursday	14	4	25	18
Friday	22	12	Mar. 5	26
Saturday	23	13	6	27

For this sample we took Monday and Tuesday of the first week of the study period, Wednesday and Thursday of the second week, and Friday and Saturday of the third week. By repeating this pattern, we arrived at 24 days, four complete weeks of newspaper publication, and one-third of the three-month period of our study.

The selected dates of publication were deliberately "clustered" in order to make some allowance for the influence of time zones in Canada, which may result in a particular story being reported in Maritime newspapers on one day, and in British Columbia newspapers the following day.



A comparable selective sample was made of the 1955 and 1960 papers. In 1960 it happened that the dates of issue coincided exactly with those given above for 1965.

In 1965 the dates of issue chosen for study were:

Monday	Jan. 3	Jan. 24	Feb. 14	Mar. 7
Tuesday	4	25	15	8
Wednesday	12	Feb. 2	23	16
Thursday	13	3	24	17
Friday	21	11	Mar. 4	25
Saturday	22	12	5	26

Items coded for the 1965 study were processed separately from those involved in the earlier studies.

#### Classification

Each item - for 1965, 1960 and 1955 - was coded separately according to the following system:

- I. Newspaper title.
- II. Month of publication.
- III. Date of publication.
- IV. Type of item:- news; editorial comment; regular feature or column; special feature; photograph; map or diagram; cartoon; letter to the editor.
- V. Size of an individual item in column inches.
- VI. Page or pages on which an individual item appeared:- front page; editorial page; page facing the editorial page; first page of any section.  
(Provision was made for items which began on one page and then continued elsewhere in the paper).



VII. Source of news:- Canadian Press; United Press International; Southam News Service; Telegram News Service; Associated Press; paper's own staff; other newspapers or periodicals; any other source.

VIII. Categories of news content:- political, social and economic; banking, finance, commerce and industry; agriculture and fishing; education; entertainment, arts and the media; crime, police, lawcourts and prisons; accidents and natural disasters; weather conditions; human interest; sports and recreation; animals; humor and "bons mots"; miscellaneous.

Each of the above categories was defined as follows:

Political, social and economic included proceedings of provincial legislatures; provincial political parties and their members; provincial elections and by-elections; provincial government departments (excluding education, which was given a separate category); medicine; general health and welfare; historical and religious news; economic news with social or political implications.

Banking, finance, commerce and industry included stock market dealings and prices; management-labor relations in general.



Agriculture and fishing included crop and cattle conditions and prices; farmers' activities; land and water conservation; wild life and its preservation; fishing catches and prices.

Education included schools, colleges, universities and teaching institutions of all kinds; research in the sciences and humanities; learning generally; academic standards and educational methods; provincial government departments of education; tuition fees.

Entertainment, arts and the media included theatre; opera; ballet; music; painting; sculpture; handi-crafts; books; magazines; the press; radio and television; personalities involved in any of these fields.

Crime, police, law courts and prisons included news of and reports on proceedings in all provincial law courts; crime reports and police work.

Accidents and natural disasters included accidents involving death or injury to people; fire; damage to property through floods, landslides and abnormal cold.

Weather conditions included all but those conditions which lead to natural disasters.



Human interest included births, weddings and deaths; wills; women's fashions; women's news generally; society news; accounts of functions where the guests were the main source of interest; oddities and eccentricities.

Animals included "cute" stories and photographs of animals both wild and domestic.

Sports and recreation included every kind of sport and game, other than at the national level; news of well-known sporting personalities, players and teams connected with sport.

Humor and "bons mots" included pithy sayings; jokes; stories in which the humor of the situation was more important than the event itself.

Miscellaneous included any items which did not fit any of the above categories.

- IX. Geographical subject area:- according to province or region (whether west; central or east).
- X. Scope of news:- whether local; provincial or regional.
- XI. Ethnic significance:- English-speaking Canada generally; French Canada generally; English/French relations and attitudes; ethnic groups; Eskimos and Indians.



As is common in classification, a number of items were found which might be put into any one of two or more classes of content. If Premier Lesage attended a concert at the Place des Arts in Montreal, for example, a decision had to be made as to whether this counted as "entertainment and the arts", or as "political" - since the story involved the leading political figure in Quebec. In this case, and others like it, the decision depended on the emphasis in a particular newspaper report. If the concert itself took precedence, then the news item was classed under "entertainment". If Premier Lesage's presence took precedence, then the item was classed under "political".

In no case was an item classified twice. It was always classified according to the predominant theme.

When all the newspaper clippings had been coded, and our data was ready for processing, it was decided to amalgamate some of the sub-sections within certain categories.

In the "news content" category, the coders had discovered that "banking" or "agricultural" items frequently had "political-social-economic" overtones, so the author decided to amalgamate all three into one sub-section entitled "political-social-economic", for purposes of analysis. The coders also found that relatively few items were classified under "weather conditions", "human interest", "animals", "humor and bons mots", so, for purposes of analysis, these sub-sections were amalgamated with the "miscellaneous" sub-section, under that name.



In the "source" category, the coders found that very few items originated with the Telegram News Service or Associated Press, so any such items were absorbed into the "any other sources" sub-section, prior to analysis. It was also discovered that the various Southam newspapers did not always attribute material from Southam News Services to that source, but instead declared that it came "from our own correspondent". Therefore, in the case of the Vancouver Sun, Edmonton Journal, Calgary Herald, Winnipeg Tribune and Hamilton Spectator, news items attributed to Southam News Service and to a paper's own staff should be considered as being possibly from the same source. Since only five papers were involved, it was decided not to amalgamate the sub-sections "Southam's" and "paper's own staff".

In the "type of news item" category, few newspaper clippings were classified under "map or diagram", "cartoon" and "letter to the editor", so these sub-sections were amalgamated with "any other kind of item", before analysis. At the same time, the author decided that no useful purpose would be served by distinguishing feature articles, which were defined as "interpretative comment", from "editorial comment", so a new sub-section, "commentary", was formed by amalgamating the following: "editorial comment", "regular feature or column" and "special feature".



Two categories were discarded from the study after the 1965 data was processed. Category X, concerning the "scope" of news items was dropped because the coders had found it very difficult to decide whether a story should be classed as "local" or otherwise. In many stories concerning "crime", "accidents" and "sports" it was hard to make meaningful decisions, and we could not find a satisfactory way of measuring the "scope" of a news story.

Category VI, concerning the page or pages on which news stories appeared, was discarded because of the inadequate and unreliable information provided by the Canadian Press Clipping Service. In most cases, we were given no page reference whatsoever, and items had to be classed as "page unspecified". Our tables showed that 87% of the material printed in the Vancouver Sun about Ontario had no page reference, and 80% of La Presse's Ontario coverage was similarly lacking in identification. There were numerous instances of this lack of information throughout the tables, so they were excluded from the report. They are, however, available for consultation if required as are the tables concerning "scope".

Since the 1960 and 1955 newspaper coding sheets were scheduled for processing after the 1965 data, the author decided not to process any material in the 1960 and 1955 papers which concerned the "scope" of news and the page references. A decision was also made not to process material concerned with "ethnic significance", because analysis of the 1965 data had revealed that there were very few entries involving very small amounts of news in this category. Because of the limited time



available to the author for work on the comparative study, it was decided not to process the "type of item" material coded in the 1960 and 1955 newspapers, nor the month-by-month breakdown of news published by each paper about the different provinces. However, all the above information about the 1960 and 1955 papers exists on the original coding sheets, and it is available for processing, should this ever prove desirable.

#### The reliability of the Canadian Press Clipping Service

A systematic check was made of items sent to us by the Clipping Service, using actual copies of the newspapers in the Parliamentary Library for comparison. Six newspapers were chosen - two French-language and four English-language. The three-month period of our study, January 1 - to March 31, 1965, was divided into six equal periods, and we checked one issue of one newspaper during each period. The result showed that, while clippings from the English-language papers coincided exactly with items in the original papers, clippings from the French-language papers did not. There appeared to be a substantial number of clippings missing.

A thorough check was begun instantly into clippings of every French-language newspaper, taking six issues of each paper during the period January 1 - February 28, with the disturbing result that we discovered only one item in every five was reaching us through the Clipping Service.



The Clipping Service was informed immediately, and told that the work on French-language papers would have to be redone from the beginning. At this point we had already decided to make a selective sample of the 1965 newspapers, so the Clipping Service acquired back issues of all French-language papers for the relevant dates (which are listed above on page 8). A further check of the new set of clippings from French-language papers showed a standard of accuracy of over 95%.

#### The coding system

Two coders were hired in January 1965, and, during the early spring, the author of this study trained them in the coding techniques described above, using newspaper items not included in the selective sample as practice material.

Two more coders joined the project in May, and the four coders worked in two pairs throughout the summer months. To prevent one pair of coders from working constantly together, and thereby developing a manner of judgment different from the other coders', the four changed partners each week: so that coder A worked with B the first week, with C the second and with D the third week.

In each pair, the two coders classified items in categories I to VII independently of one another. Categories VIII to XI were entered by one coder and then checked by the other, using the relevant newspaper clipping for reference.



Each clipping and its corresponding coding sheet were initialed by both coders, and clippings were stamped with a number identical to one entered on the coding sheet.

During the training period, certain, unspecified items were recoded three weeks after the original coding had been made to ensure that the coders' judgments remained consistent.

After the training period was over, and the author of this study had personally checked all trial items coded, the author maintained a constant check by selecting twenty items at random from every hundred classified. During the study the standard of accuracy was constantly affected by mistakes in coding items under category X, the category designed to measure the "scope" of news. This category was eventually dropped from the project, as explained on page 10. When this category was left out of consideration, the author found that the standard of accuracy among the coders was as high as 98%. In all but a tiny minority of mistakes made, errors occurred in the process of entering data on the coding sheets, and not in the coders' decision on what to enter.

When the coders could not agree between themselves how to code an item in a particular category, the author of this study made the final decision. These occasions were infrequent, however.



The organization of research data

In the following report, Chapter Two discusses the general pattern of coverage as revealed by the total amounts of information published by papers in each region about the individual provinces.

Chapters Three, Four and Five provide a detailed examination of the amount and source of news and the type of news item printed about each Canadian region in the various newspapers published in 1965, 1960 and 1955. Chapter Three deals with the western provinces of British Columbia, Alberta, Saskatchewan and Manitoba; Chapter Four with Ontario and Quebec and Chapter Five with New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland.

Chapters Six and Seven are concerned with the different categories of news published about each province by the various papers in 1965, 1960 and 1955.

Chapter Eight discusses the significance of English-French relations in newspaper coverage of the various provinces.

Chapter Nine is the concluding chapter.

Appended to the report are tables which are supplementary to those incorporated in the text. All tables are listed individually in the Index.



## Chapter Two

Patterns of News Coverage

As a preliminary to our study, we listed the thirty newspapers according to the amount of news they published about the different provinces<sup>1</sup>, their overall size (in column inches)<sup>2</sup> and their circulation<sup>3</sup>.

It was not surprising to find that, of the ten papers which published the largest amounts of news, five were also among the ten largest in overall size. The remaining five, however, were smaller in size, and two of these, the Regina Leader-Post and the Sydney Cape Breton Post, published the highest totals of news about the different provinces:

(The following is extracted from Table 11(a) pages 42-42a)

	Rating (1-29) <sup>4</sup> by amount published	Rating (1-30) by overall size
Regina Leader-Post	1	17
Sydney Cape Breton Post	2	23
Calgary Herald	3	8
Winnipeg Free Press	4	7
Toronto Globe and Mail	5	9
Montreal La Presse	6	1
Winnipeg Tribune	7	21
Toronto Star	8	4
Halifax Chronicle-Herald	9	19
London Free Press	10	13

1. Table 11(d), pages 45-45a

2. Table 11(c), pages 44-44a

3. Table 11(b), pages 43-43a

4. If the Ontario French-language paper the Ottawa Droit were included in this assessment, it would rank first in amount of news published, with over three times the amount published in the Regina Leader-Post, which would rank second. But the Ottawa Droit must be treated as a special case. It circulates in Quebec as well as in Ontario, and our investigation showed that 94% of its total provincial coverage concerned Quebec.



Our study also showed that, of the ten newspapers which published the least news about the provinces, seven were numbered among the ten smallest papers, in overall size. Two papers, however, stand out because of their large size but low coverage: the Toronto Telegram and the Montreal Star:

(The following is extracted from Table 11(a) pages 42-42a)

	Rating (1-29) by amount published	Rating (1-30) by overall size
St. John Telegraph- Journal	20	28
Toronto Telegram	21	3
St. John's Telegram	22	22
Montreal Star	23	2
Montreal Le Devoir	24	30
Vancouver Times	25	29
Montréal-Matin	26	25
Three Rivers Le Nouvelliste	27	26
Sherbrooke La Tribune	28	27
Victoria Colonist	29	18

It should be noted here that this study was not designed to take into account the emphasis which individual newspapers may have placed on news about federal politics, or on news about their own local community or province. The influence of these factors is considered elsewhere, in Professor Donald Gordon's companion study of the press. The present study can offer no explanation of the kind of news which took precedence in the Toronto Telegram, Montreal Star and Vancouver Sun, three papers which printed comparatively little about the different parts of Canada.

It was to be expected that the relation between each paper's circulation and the amount of provincial news



published would be less than that existing between the paper's size and the amount published. Our investigation showed that three papers, the Toronto Globe and Mail, the Toronto Star and the Montreal Presse, which ranked among the top ten papers in regard to amount published and overall newspaper size, also ranked among the ten papers with the largest circulations.<sup>5</sup> Six papers, which ranked among the ten smallest papers, and the ten with the least provincial coverage, also ranked among the ten papers with the smallest circulations:

Montreal Le Devoir	St. John Telegraph-Journal
Sherbrooke La Tribune	St. John's Telegram
Three Rivers Le Nouvelliste	Victoria Colonist

## II

When the total amount of news published in all the papers was broken down into the amounts published about each province, the results were as follows:

Table 1. The provinces, together with the Yukon and the Northwest Territories, rated according to the average amount of news (in column inches) published in the newspapers \* under study January 1 - March 31, 1965.

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5. Table 11(a), pages 42-42a.  
 6. Loc. cit.



Column inches

Quebec	536	(average amount in 21 papers)
Ontario	536	(average amount in 21 papers)
British Columbia	303	(average amount in 26 papers)
Alberta	144	(average amount in 27 papers)
Saskatchewan	100	(average amount in 27 papers)
Manitoba	71	(average amount in 27 papers)
Nova Scotia	70	(average amount in 27 papers)
Newfoundland	52	(average amount in 28 papers)
New Brunswick	45	(average amount in 28 papers)
Prince Edward Island	26	(average amount in 29 papers)
Yukon, Northwest Territories	19	(average amount in 29 papers)

\* Newspapers published within each province were excluded from consideration of that province.

The Ottawa Droit was excluded from these calculations.

It can be seen from this Table that considerably more news was published about Ontario and Quebec than about any other province. British Columbia, which ranked third in amount, received more than twice as much coverage as Alberta, which ranked fourth. British Columbia stood much higher than the three other western provinces, Alberta, Saskatchewan and Manitoba. The latter all ranked above the four Maritime provinces, Nova Scotia, Newfoundland, New Brunswick and Prince Edward Island.

Our next step was to divide the newspapers under study into five regional groups: 1. British Columbia, 2. the



western provinces (Alberta, Manitoba and Saskatchewan), 3. Ontario, 4. Quebec, and 5. the Maritime provinces (New Brunswick, Nova Scotia and Newfoundland). Our purpose was to see how each regional group of papers compared to the overall pattern shown in Table 1. While a separate analysis of the press in each province would have been preferable, our sample was not large enough to make this possible.

Table 2(a)

The provinces, together with the Yukon and Northwest Territories, rated according to the average amount of news (in column inches) published in the 3 British Columbia newspapers \* under study January-March 31, 1965.

Column inches

Ontario	342	(average amount in three papers)
Quebec	268	( " " " " " )
Alberta	151	( " " " " " )
Yukon, NWT	44	( " " " " " )
Saskatchewan	38	( " " " " " )
Manitoba	27	( " " " " " )
Nova Scotia	11	( " " " " " )
Newfoundland	8	( " " " " " )
Prince Edward Island	3	( " " " " " )
New Brunswick	2	( " " " " " )

\*No study was made of British Columbia news in British Columbia papers.

Table 2(b)

The provinces, together with the Yukon and Northwest Terri-



tories, rated according to the average amount of news (in column inches) published in the western papers\* under study January 1 - March 31, 1965.

Column inches

Ontario	546	(average amount in six papers)
British Columbia	519	{ " " " " six "
Quebec	484	{ " " " " six "
Alberta	380	{ " " " " four "
Saskatchewan	287	{ " " " " four "
Manitoba	232	{ " " " " four "
Yukon, NWT	39	{ " " " " six "
Nova Scotia	36	{ " " " " six "
Newfoundland	30	{ " " " " six "
New Brunswick	10	{ " " " " six "
Prince Edward Island	10	{ " " " " six "

\* No study was made of Alberta news in Alberta papers, Saskatchewan news in Saskatchewan papers, or Manitoba news in Manitoba papers.

Table 2(c)

The provinces, together with the Yukon and Northwest Territories, rated according to the average amount of news (in column inches) published in the 8 Ontario newspapers\* under study January 1 - March 31, 1965.

Column inches

Quebec	722	(average amount in 8 papers)
British Columbia	356	{ " " " " " " "
Alberta	145	{ " " " " " " "
Saskatchewan	113	{ " " " " " " "
Nova Scotia	94	{ " " " " " " "
Newfoundland	71	{ " " " " " " "
Manitoba	60	{ " " " " " " "
New Brunswick	50	{ " " " " " " "
Prince Edward Island	14	{ " " " " " " "
Yukon, NWT.	10	{ " " " " " " "

\* No study was made of Ontario news in Ontario papers. The Ottawa Droit was excluded from these calculations.



Table 2(d)

The provinces, together with the Yukon and Northwest Territories, rated according to the average amount of news (in column inches) published in (i) the six French-language and (ii) the two English-language Quebec newspapers\* under study January 1 - March 31, 1965.

(i) Column inches

Ontario	683	(average amount in 6 papers)
British Columbia	130	{ " " " " " "
Alberta	60	{ " " " " " "
Nova Scotia	36	{ " " " " " "
Saskatchewan	32	{ " " " " " "
New Brunswick	30	{ " " " " " "
Newfoundland	29	{ " " " " " "
Manitoba	24	{ " " " " " "
Prince Edward Island	5	{ " " " " " "
Yukon, NWT.	1	{ " " " " " "

(ii) Column inches

Ontario	606	(average amount in 2 papers)
British Columbia	237	{ " " " " " "
Alberta	105	{ " " " " " "
Nova Scotia	91	{ " " " " " "
Saskatchewan	79	{ " " " " " "
Manitoba	71	{ " " " " " "
Newfoundland	33	{ " " " " " "
New Brunswick	26	{ " " " " " "
Yukon, NWT.	10	{ " " " " " "
Prince Edward Island	6	{ " " " " " "

\*No study was made of Quebec news in Quebec newspapers.

Table 2(e)

The provinces together with the Yukon and Northwest Territories, rated according to the average amount of news



(in column inches) published in the Maritime papers\*  
under study January 1 - March 31, 1965.

	<u>Column inches</u>						
Quebec	437						
Ontario	405	(	"	"	"	"	)
Nova Scotia	219	(	"	"	"	2	)
New Brunswick	189	(	"	"	"	3	)
British Columbia	171	(	"	"	"	4	)
Newfoundland	151	(	"	"	"	3	)
Prince Edward Island	136	(	"	"	"	4	)
Saskatchewan	45	(	"	"	"	"	)
Alberta	43	(	"	"	"	"	)
Manitoba	34	(	"	"	"	"	)
Yukon, NWT.	14	(	"	"	"	"	)

\* No study was made of New Brunswick news in the New Brunswick paper, Nova Scotia news in the Nova Scotia papers, or Newfoundland news in the Newfoundland paper.

Table 2 clearly demonstrates the regional character of Canadian daily newspapers.

In the British Columbia papers, Ontario and Quebec dominated the provincial coverage to the virtual exclusion of all provinces apart from Alberta. It was noticeable that the British Columbia papers published more news about the Yukon than about Saskatchewan, Manitoba or any Maritime province.

When the three British Columbia newspapers were examined individually in Tables 5 and 87, some differences in emphasis were apparent. The Vancouver Sun and the Vancouver Times published more news about Ontario than they did



about Quebec, while the Victoria Colonist published more news about Quebec than Ontario. Alberta took up 22% of the Vancouver Times' total provincial coverage, but only 13% and 14% in the Vancouver Sun and Victoria Colonist.

In the Alberta, Saskatchewan and Manitoba papers<sup>8</sup>, coverage was divided more evenly between the three top-ranking provinces, Ontario, British Columbia and Quebec, followed by news of neighboring western provinces. The four Maritime provinces accounted for a very small part of the total coverage, but amounts were larger than in the British Columbia papers. The Yukon, which received little attention in these papers, still ranked ahead of any Maritime province.

When the Alberta, Saskatchewan and Manitoba papers were examined individually, in Tables 5 and 8<sup>9</sup>, some differences in emphasis were apparent. In the Calgary Herald and Saskatoon Star-Phoenix, British Columbia took up more provincial news space than any other province did. In the Edmonton Journal and Winnipeg Tribune, Quebec rated higher than any other province, whereas Ontario news predominated in the Regina Leader-Post and Winnipeg Free Press.

Table 2(c) shows that, in the Ontario papers, excluding

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8. Table 2(b), page 24.

9. Pages 36-36a and 39-39a.



the Ottawa Droit) <sup>10</sup> Quebec news accounted for more than twice the space taken up by British Columbia news. Maritime coverage was small, but larger than that published in papers west of Ontario. Nova Scotia and Newfoundland news ranked ahead of Manitoba news in the Ontario papers, when examined as a group.

When the Ontario papers were considered individually, in Tables 5 and 8 <sup>11</sup>, some differences in emphasis were found. The percentage of space occupied by Quebec news varied from 58% in the Ottawa Journal to 28% in the Hamilton Spectator. The latter paper devoted an equal percentage of space to British Columbia news, and this was the largest amount of space given to that province in any Ontario paper. The Toronto Telegram, in which Newfoundland took up 22% of total provincial coverage, published more news about a Maritime province than any other paper did. Apart from the Hamilton Spectator (in which Nova Scotia accounted for 13% of provincial coverage) no Maritime province accounted for more than 6% of provincial coverage in any Ontario paper.

In the Quebec French-language papers, Table 2(d) showed that Ontario accounted for a higher proportion of news space than that province occupied in any other

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10. See footnote 4, page 20.

11. Pages 36-36a and 39-39a.



group of papers. Coverage of all other provinces was much lower. It was interesting to find that, in these Quebec papers, Alberta, which ranked third, received more coverage than Nova Scotia; and Saskatchewan, which ranked fifth, received more coverage than New Brunswick or Newfoundland.

When the Quebec French-language papers were examined individually, some differences in emphasis were found<sup>12</sup>. Ontario ranked highest in Montreal-Matin's total provincial coverage (79%) and lowest in the Quebec Soleil's (44%). British Columbia ranked highest in the latter paper (18%) and lowest in the former paper (6%). No Maritime province occupied more than 8% of the total provincial coverage in any Quebec French-language paper, and neighboring New Brunswick accounted for 3% or under in all except the Sherbrooke Tribune (7%).

Table 2(d) showed that, in the two English-language Quebec papers, the Montreal Star and Montreal Gazette, Ontario dominated provincial news coverage, but to a lesser extent than in the French-language papers. British Columbia and Alberta took up a larger percentage of space in the English-language papers than in the French language press. Newfoundland, New Brunswick and Prince Edward Island received little attention in either paper.

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12. Table 5 and 8, pages 36-36a and 39-39a.



Ontario and Quebec between them accounted for almost half the total provincial news published in the Maritime papers, as Table 2(e) shows. Neighboring Maritime provinces accounted for a substantial part of the remaining coverage. British Columbia news ranked fifth in importance; while Saskatchewan, Alberta and Manitoba received very little coverage.

When the Maritime papers were considered separately, in Tables 5 and 8<sup>13</sup>, some differences in emphasis were discovered. The St. John's Telegram was the only Maritime paper which published more news about Ontario than about Quebec. It was also the paper which published the smallest percentage about British Columbia (6%). No Maritime paper devoted more than 5% of its provincial coverage to Alberta, Saskatchewan or Manitoba.

### III

#### Comparison with Papers Published in 1960 and 1955.

All eleven papers sampled in 1955 and 1960 were larger in size (in column inches) in 1965 than they were in 1955<sup>14</sup>. All except two, the Toronto Star and the Toronto Globe and Mail, increased their circulation<sup>15</sup>.

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13. Pages 36-36a and 39-39a.

14. Table 11(c) pages 44-44a.

15. Table 11(d) pages 45-45a.



A comparison of the total amounts of provincial news published by the individual papers in each year showed that eight papers published a larger amount in 1965 than they did in 1955<sup>16</sup>. In particular, the Toronto Star, Toronto Globe and Mail and Quebec Soleil doubled their coverage of provincial news over the ten-year period, while the Montreal Presse tripled its provincial coverage.

Three papers which showed a decrease in total provincial coverage during this period were the Edmonton Journal, the St. John Telegraph-Journal and the Montreal Star.

The following comparison is taken from Table 11(d), pages 45-45a.

A comparison of the total amount of news published about the various provinces in 1955, 1960 and 1965 in the eleven newspapers under study for these years:

	1955 (column inches)	1960 (column inches)	1965 (column inches)
Vancouver Sun	958	997	1387
Edmonton Journal	2182	3316	1538
Winnipeg Free Press	2177	2273	2508
Toronto Star	857	1280	2014
Toronto Globe and Mail	1218	1742	2364
London Free Press	1487	992	1814
Montreal La Presse	625	1398	2170
Montreal Star	1270	936	908
Quebec Le Soleil	668	539	1265
St. John Telegraph-Journal	1368	947	1156
Halifax Chronicle-Herald	1652	1429	1880



The limited number of papers examined in 1960 and 1955 - eleven out of the thirty studied in 1965 - made any breakdown of the press into regional groupings inadvisable. However, it was possible to consider the eleven papers as a group, to find out how the total amounts of news published about each province compared to those published in 1965. Tables 3 and 4<sup>17</sup> demonstrate that there were many similarities. In each year Ontario and Quebec dominated the total provincial coverage (Ontario ranked first in 1955, Quebec in 1960); British Columbia ranked third; Alberta consistently received more coverage than either Manitoba or Saskatchewan, while all three western provinces were given more coverage than New Brunswick, Newfoundland and Prince Edward Island, the provinces which received the least coverage in every year. Nova Scotia, however, ranked seventh among the provinces in 1965, fourth in 1960 and fifth in 1955.

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17. Pages 34 and 35.



The provinces, together with the Yukon and Northwest Territories, rated according to the average amount of news (in column inches) published in the newspapers\* under study January 1 - March 31, 1960.

Column inches

Quebec	492	(average amount in 8 papers)
Ontario	472	(average amount in 8 papers)
British Columbia	235	(average amount in 10 papers)
Nova Scotia	107	(average amount in 10 papers)
Alberta	99	(average amount in 10 papers)
Manitoba	97	(average amount in 10 papers)
Saskatchewan	88	(average amount in 11 papers)
Newfoundland	45	(average amount in 11 papers)
New Brunswick	44	(average amount in 10 papers)
Yukon, NWT.	31	(average amount in 11 papers)
Prince Edward Island	29	(average amount in 11 papers)

\*Newspapers published within each province were excluded from consideration of that province.



Table 4

The provinces, together with the Yukon and Northwest Territories, rated according to the average amount of news (in column inches) published in the newspapers\* under study January 1 - March 31, 1955.

<u>Column inches</u>		
Ontario	505	(average amount in 8 papers)
Quebec	434	(average amount in 8 papers)
British Columbia	164	(average amount in 10 papers)
Alberta	110	(average amount in 10 papers)
Nova Scotia	105	(average amount in 10 papers)
Saskatchewan	79	(average amount in 11 papers)
Manitoba	78	(average amount in 10 papers)
New Brunswick	38	(average amount in 10 papers)
Newfoundland	28	(average amount in 11 papers)
Prince Edward Island	25	(average amount in 11 papers)
Yukon, NWT.	13	(average amount in 11 papers)

\* Newspapers published within each province were excluded from consideration of that province.



TABLE 5 (1)

Percentage distribution<sup>1</sup> of information about all Canadian provinces, together with the Yukon and North-West Territories published in the newspapers under study January 1-March 31, 1965.

	Base Column Inches	Total	B.C.	Alta.	Sask.	Man.	Ont.	Que.
		%	%	%	%	%	%	%
Vancouver Sun	1381	99	-	14	5	3	36	27
Vancouver Times	842	101	-	22	4	2	41	24
Victoria Colonist	632	100	-	13	2	4	31	37
Edmonton Journal	1538	100	27	-	8	6	18	31
Calgary Herald	2594	100	32	-	15	14	14	19
Regina Leader-Post	3670	101	21	17	-	10	28	16
Saskatoon Star-Phoenix	1658	99	24	16	-	8	17	22
Winnipeg Tribune	2147	100	11	19	12	-	25	26
Winnipeg Free Press	2508	100	18	10	15	-	32	17
Toronto Star	2014	100	18	11	8	2	-	46
Toronto Telegram	1074	100	14	5	12	0	-	37
Toronto Globe and Mail	2364	100	22	9	8	8	-	36
London Free Press	1814	99	22	9	5	3	-	51
Hamilton Spectator	1693	101	28	10	7	2	-	28
Windsor Star	1550	100	18	16	5	4	-	46
Kitchener-Waterloo Record	1639	100	25	3	8	4	-	46

1. Because of the rounding of individual percentages, totals do not always equal exactly 100%.



N.B.	N.S.	Nfld	P.E.I.	Yukon NWT	West general	Ontario & Quebec general	Maritime general	General
%	%	%	%	%	%	%	%	%
0	1	1	0	7	0	0	5	0
0	1	1	0	1	5	0	0	0
0	2	0	1	3	3	3	0	0
0	1	0	1	3	1	1	3	0
1	1	0	1	2	0	1	0	0
0	2	2	0	1	4	0	0	0
0	2	1	0	1	6	1	1	0
1	2	3	0	1	0	0	0	0
0	2	2	0	1	1	1	1	0
3	4	2	1	2	0	0	3	0
6	4	22	0	0	0	0	0	0
2	5	5	2	1	0	0	2	0
1	5	2	0	0	0	0	1	0
6	13	3	0	0	4	0	0	0
3	5	1	1	1	0	0	0	0
2	5	1	1	0	0	0	4	1



TABLE 5(2)

	Base Column Inches	Total	B.C.	Alta.	Sask.	Man.	Ont.	Que.
		%	%	%	%	%	%	%
Ottawa Journal	1299	101	21	6	3	3	-	58
Ottawa Le Droit	11570	99	1	1	1	0	-	94
Montreal La Presse	2170	101	14	5	4	1	65	-
Montreal Le Devoir	858	101	8	3	4	0	77	-
Montreal-Matin	785	99	6	2	0	0	79	-
Montreal Star	908	100	25	9	6	3	38	-
Montreal Gazette	1682	99	15	8	6	7	51	-
Quebec Le Soleil	1265	100	18	9	3	6	44	-
Sherbrooke La Tribune	671	100	8	8	1	5	64	-
Three Rivers Le Nouvelliste	766	101	10	7	3	0	56	-
St. John Telegraph Journal	1156	101	12	1	1	3	25	27
Sydney Cape-Breton Post	2668	99	12	4	4	2	27	20
Halifax Chronicle- Herald	1880	101	7	1	2	1	14	32
St. John's Telegram	1061	100	6	2	2	5	33	27



N.B.	N.S.	Nfld	P.E.I.	Yukon NWT	West general	Ontario & Quebec general	Maritime general	General
								%
3	2	3	0	1	0	0	1	0
0	1	0	0	1	0	0	0	0
3	3	2	1	0	2	0	1	0
2	2	2	0	0	1	2	0	0
2	5	3	1	0	0	0	1	0
1	7	4	1	1	1	0	3	1
2	7	2	0	0	1	0	0	0
2	8	3	1	0	1	2	2	1
7	1	0	0	0	2	0	0	4
1	7	8	0	0	2	1	3	3
-	22	2	5	1	1	0	1	0
9	6	11	6	0	1	0	3	0
16	-	7	17	1	0	0	2	1
3	17	-	0	3	0	0	0	2



TABLE 6

Percentage distribution<sup>1</sup> of information about all Canadian provinces, together with the Yukon and North-West Territories, published in the newspapers under study January 1-March 31, 1960.

	Base Column Inches	To- tal	B.C.	Alta.	Sask.	Man.	Ont.	Que.
		%	%	%	%	%	%	%
Vancouver Sun	997	100	-	18	11	10	26	23
Edmonton Journal	3316	100	24	-	8	12	21	14
Winnipeg Free Press	2273	99	23	12	12	-	26	20
Toronto Star	1280	100	10	3	8	4	-	63
Toronto Globe and Mail	1742	100	20	15	3	6	-	40
London Free Press	992	100	16	8	3	6	6	52
Montreal La Presse	1398	100	10	6	2	5	66	-
Montreal Star	936	100	11	6	1	6	59	-
Quebec le Soleil	539	100	4	2	3	14	74	-
St. John Telegraph Journal	947	100	2	0	2	2	15	34
Halifax Chronicle- Herald	1429	100	7	1	3	1	14	29

1. Because of the rounding of individual percentages, totals do not always equal exactly 100%.

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N.B.	N.S.	Nfld.	P.E.I.	Yukon	West general	Ontario & Quebec general	Maritime general	General
%	%	%	%	%	%	%	%	%
2	5	1	0	1	2	0	1	0
0	2	6	0	9	3	1	0	0
0	2	2	0	1	1	0	0	0
0	8	1	0	3	0	0	0	0
3	11	1	0	1	0	0	0	0
2	9	4	0	0	0	0	0	0
4	5	2	0	0	0	0	0	0
2	11	2	2	0	0	0	0	0
2	1	0	0	0	0	0	0	0
-	33	3	3	2	1	0	3	0
17	-	8	18	2	0	0	0	0



TABLE 7

Percentage distribution<sup>1</sup> of information about all Canadian provinces, together with the Yukon and North-West Territories, published in the newspapers under study January 1-March 31, 1955.

	Base Column Inches	Total	B.C.	Alta.	Sask.	Man.	Ont.	Que.
			%	%	%	%	%	%
Vancouver Sun	958	100	-	14	7	8	41	21
Edmonton Journal	2182	100	27	-	17	11	21	13
Winnipeg Free Press	2177	100	10	10	12	-	38	17
Toronto Star	857	100	11	20	2	4	-	45
Toronto Globe and Mail	1218	100	15	9	3	9	-	46
London Free Press	1487	100	14	11	2	11	-	48
Montreal La Presse	625	100	8	8	2	5	61	-
Montreal Star	1270	100	8	5	2	3	68	-
Quebec Le Soleil	668	100	10	2	3	3	61	-
St. John Telegraph Journal	1368	100	3	4	0	2	20	31
Halifax Chronicle- Herald	1652	100	6	6	3	2	27	27

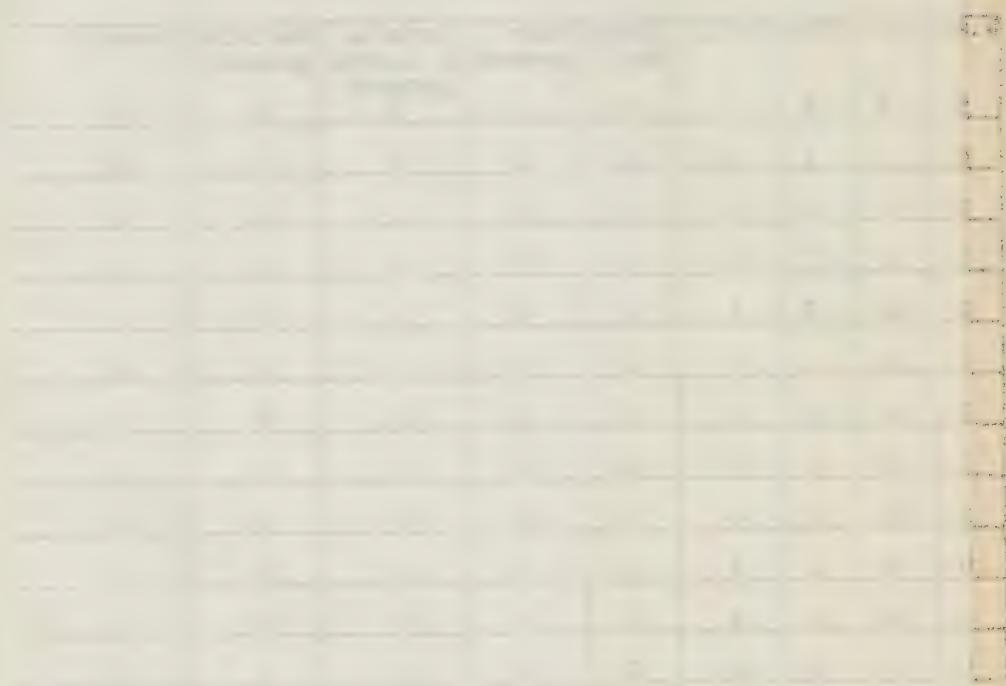
1. Because of the rounding of individual percentages, totals do not always equal exactly 100%.



N.S.	N.S.	Nfld	P.E.I.	Yukon N.W.T.	West general	Ontario & Quebec general	Maritime general	General
%	%	%	%	%	%	%	%	%
0	3	1	0	1	1	0	3	0
2	1	1	2	1	2	1	1	0
1	1	1	0	2	7	1	0	0
2	11	2	1	2	0	0	0	0
2	11	2	0	1	2	0	0	0
1	11	2	0	0	0	0	0	0
5	9	2	0	0	0	0	0	0
2	10	1	0	0	0	0	1	0
9	9	1	1	1	0	0	0	0
-	26	4	4	0	0	0	0	0
9	-	6	11	1	1	0	1	0



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Distribution of information about all Canadian provinces, together with the Yukon and Northwest Territories, published in the newspapers\* under study January 1 - March 31, 1965. (Amounts in column inches).

	Total	B.C.	Alta.	Sask.	Man.	Ont.
	Column Inches	Column Inches	Column Inches	Column Inches	Column Inches	Column Inches
<u>Vancouver Sun</u>	1381	-	191	73	43	489
<u>Vancouver Times</u>	842	-	181	30	15	342
<u>Victoria Colonist</u>	632	-	82	10	24	196
<u>Edmonton Journal</u>	1538	410	-	129	84	282
<u>Calgary Herald</u>	2594	834	-	383	354	372
<u>Regina-Leader Post</u>	3670	780	607	-	361	1017
<u>Saskatoon Star-Phoenix</u>	1658	403	265	-	127	289
<u>Winnipeg Tribune</u>	2147	244	400	259	-	536
<u>Winnipeg Free Press</u>	2508	440	247	376	-	801
<u>Toronto Star</u>	2014	360	221	154	45	-
<u>Toronto Telegram</u>	1074	145	55	131	4	-
<u>Toronto Globe &amp; Mail</u>	2364	526	209	182	181	-
<u>London Free Press</u>	1814	404	165	85	50	-
<u>Hamilton Spectator</u>	1693	466	161	110	25	-
<u>Windsor Star</u>	1550	277	246	76	68	-
<u>Kitchener-Waterloo Record</u>	1639	412	50	129	68	-
<u>Ottawa Journal</u>	1299	278	75	35	40	-
<u>Ottawa Le Droit</u>	11570	146	80	105	38	-
<u>Montreal La Presse</u>	2170	306	98	95	22	1406



Que.	N.B.	N.S.	Nfld.	PEI.	Yukon N.W.T.	West Gen- eral Column Inches	Ont. & Que. General Column Inches	Maritime General Column Inches	Gen- eral Column Inches
Column Inches	Column Inches	Column Inches	Column Inches						
365	5	10	16	4	100	6	6	71	2
205	0	12	6	1	10	40	0	0	0
235	0	10	2	4	23	23	23	0	0
471	2	13	3	15	51	20	20	38	0
493	26	14	3	15	55	10	30	5	0
576	5	55	57	14	53	129	6	9	1
370	1	38	10	8	21	97	19	10	0
560	18	43	60	1	25	0	0	0	1
433	10	50	45	5	28	27	22	24	0
921	56	86	53	19	35	5	0	59	0
400	60	42	232	3	0	0	0	2	0
858	48	127	128	44	15	1	0	45	0
927	12	86	44	8	4	4	0	25	0
474	100	226	48	14	0	63	0	6	0
716	45	84	14	8	9	2	5	0	0
752	35	74	19	15	3	0	0	72	10
748	44	23	32	1	16	0	0	7	0
10861	27	167	26	8	88	24	0	0	0
-	71	54	47	11	6	35	0	13	6



Table 8 (2)

	Total Column Inches	B.C. Column Inches	Alta. Columr Inches	Sask. Column Inches	Man. Column Inches	Ont. Column Inches
<u>Montreal Le Devoir</u>	858	64	25	31	2	663
<u>Montreal-Matin</u>	785	49	16	0	3	623
<u>Montreal Star</u>	908	223	83	54	27	350
<u>Montreal Gazette</u>	1682	250	127	104	114	861
<u>Quebec Le Soleil</u>	1265	230	119	39	81	553
<u>Sherbrooke La Tribune</u>	671	52	53	9	34	426
<u>Three Rivers Le Nouvelliste</u>	766	78	50	19	1	426
<u>St. John Telegraph Journal</u>	1156	138	12	13	30	288
<u>Sydney Cape-Breton Post</u>	2668	316	116	118	42	708
<u>Halifax Chronicle- Herald</u>	1880	131	22	31	11	271
<u>St. John's Telegram</u>	1061	67	21	18	51	353
	57857	8029	3977	2798	1945	11252
<u>*Excluding the Ottawa Droit</u>	46287	7883	3897	2693	1907	11252



Que.	N.B.	N.S.	Nfld.	PEI	Yukon N.W.T.	West Gen- eral Column Inches	Ont. & Que. General Column Inches	Maritime General Column Inches	Gen- eral Column Inches
Column Inches	Column Inches	Column Inches	Column Inches						
-	15	20	13	0	10	7	18	0	0
-	17	39	20	7	0	2	0	9	0
-	11	61	34	8	14	7	0	25	11
-	41	120	30	3	6	13	6	0	7
-	23	101	35	8	0	18	19	27	12
-	47	6	0	1	0	16	0	0	27
-	5	55	60	0	0	16	10	22	24
315	-	254	25	54	6	10	0	11	0
540	237	-	299	172	12	21	10	70	7
609	303	-	128	312	10	6	0	34	13
284	28	184	-	4	27	2	0	0	22
22113	1292	2054	1489	767	627	604	194	584	143
11252	1265	1887	1463	759	539	580	194	584	143



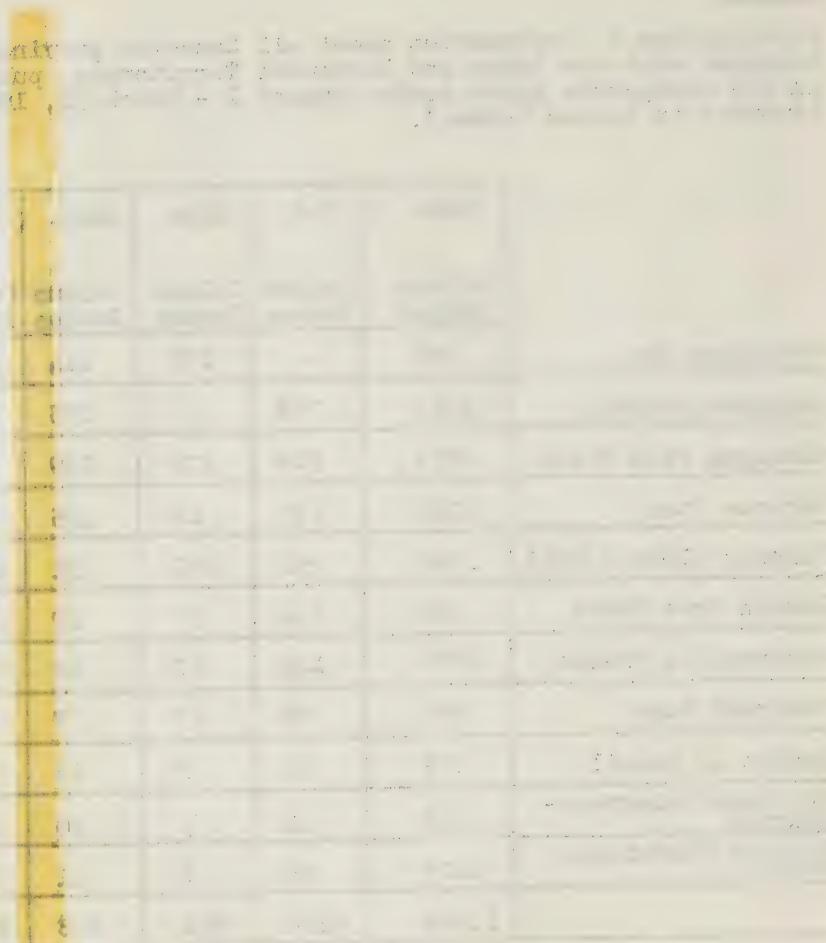




TABLE 9

Distribution of information about all Canadian provinces, together with the Yukon and Northwest Territories, published in the newspapers under study January 1 - March 31, 1960. (Amounts in column inches).

	Total	B.C.	Alta.	Sask.	Man.	Ont.
	Column Inches	Column Inches	Column Inches	Column Inches	Column Inches	Column Inches
Vancouver Sun	997	-	177	114	104	263
Edmonton Journal	3316	798	-	275	417	713
Winnipeg Free Press	2273	526	279	279	-	583
Toronto Star	1280	133	42	105	46	-
Toronto Globe & Mail	1742	356	253	51	108	-
London Free Press	992	154	76	39	56	-
Montreal La Presse	1398	146	87	22	74	916
Montreal Star	936	99	57	7	55	554
Quebec Le Soleil	539	23	9	15	74	404
St. John Telegraph-Journal	947	20	3	20	16	142
Halifax Chronicle-Herald	1429	95	8	41	20	200
	15849	2350	991	968	970	3775



Que.	N.B.	N.S.	Nfld.	P.E.I.	Yukon N.W.T.	West Gen- eral Column Inches	Ont. & Que. General Column Inches	Maritime General Column Inches	Gen- eral Column Inches
Column Inches	Column Inches	Column Inches	Column Inches						
228	16	55	11	0	5	19	0	5	0
477	15	97	194	10	224	79	17	0	0
474	5	48	35	2	14	28	0	0	0
801	2	98	8	0	40	5	0	0	0
701	54	186	18	4	11	0	0	0	0
511	17	96	36	3	4	0	0	0	0
-	53	64	32	0	4	0	0	0	0
-	22	107	19	13	0	0	0	3	0
-	9	5	0	0	0	0	0	0	0
322	-	314	27	34	16	8	0	25	0
420	248	-	115	255	27	0	0	0	0
3934	441	1070	495	321	345	139	17	33	0



Que. Column Inches	N.B. Column Inches	N.S. Column Inches	Nfld. Column Inches	PE.I. Column Inches	Yukon N.W.T. Column Inches	West Gen- eral Column Inches	Ont. & Que. General Column Inches	Maritime General Column Inches	Gen- eral Column Inches
205	3	23	12	1	7	12	0	25	0
289	41	20	14	35	30	45	17	32	0
359	19	18	30	4	39	153	32	0	0
387	17	99	13	6	24	0	0	0	0
565	21	131	28	0	12	25	0	2	0
709	8	173	25	0	0	10	0	0	0
-	32	60	10	0	1	0	0	0	0
-	29	110	16	0	5	0	0	15	5
-	61	60	8	4	9	0	0	0	0
502	-	354	57	54	0	0	0	0	0
453	149	-	100	173	17	10	0	20	0
3469	380	1048	313	277	144	255	49	92	5

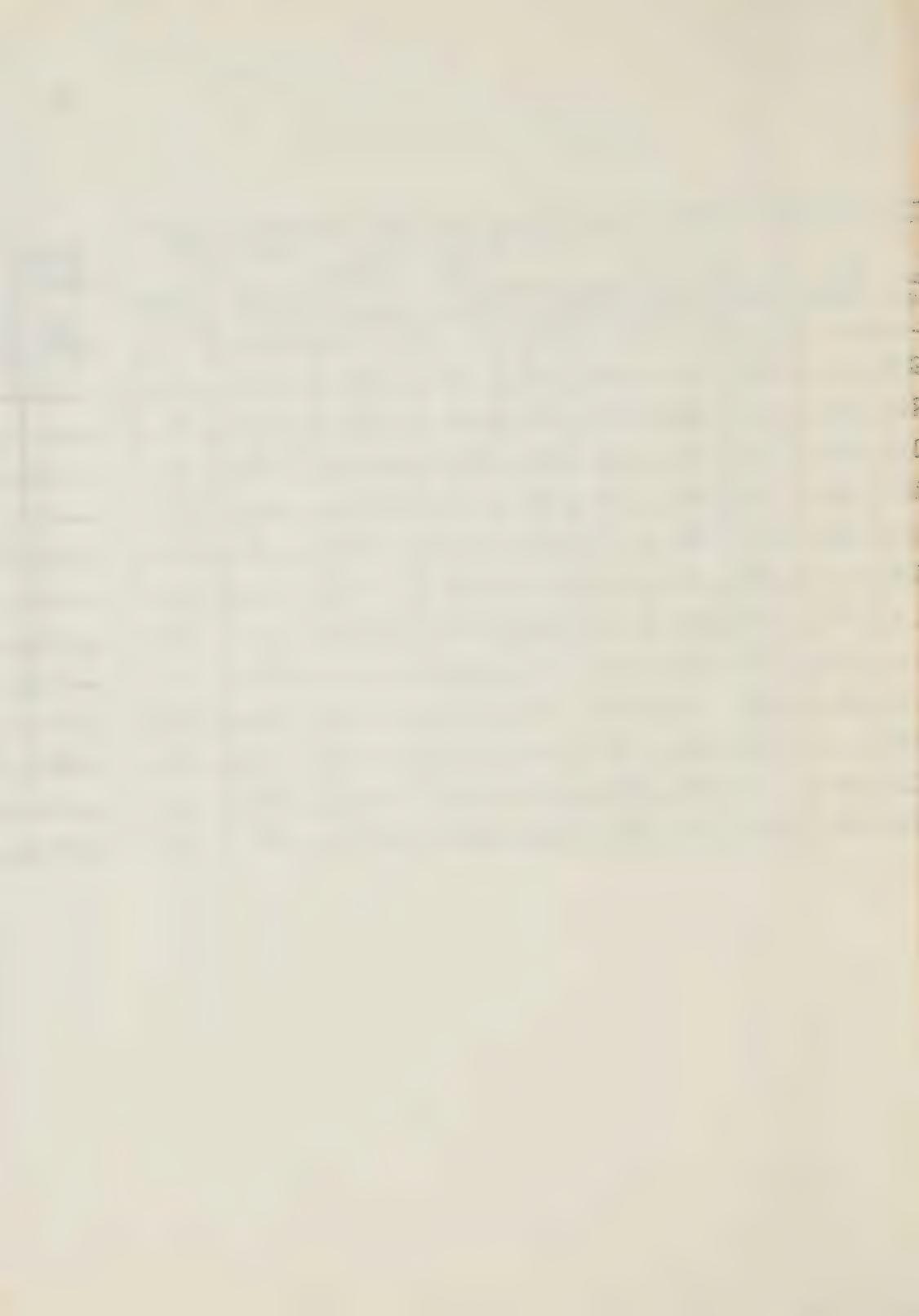


TABLE 10 (1)

41.

Distribution of information about all Canadian provinces, together with the Yukon and Northwest Territories, published in the newspapers, under study January 1 - March 31, 1955. (Amounts in column inches).

	Total	B.C.	Alta.	Sask.	Man.	Ont.
	Column Inches	Column Inches	Column Inches	Column Inches	Column Inches	Column Inches
Vancouver Sun	958	-	131	66	72	401
Edmonton Journal	2182	586	-	373	250	450
Winnipeg Free Press	2177	207	227	257	-	832
Toronto Star	857	94	170	17	30	-
Toronto Globe & Mail	1218	179	113	34	108	-
London Free Press	1487	201	165	24	172	-
Montreal La Presse	625	52	47	11	32	380
Montreal Star	1270	105	64	22	40	859
Quebec Le Soleil	668	68	15	17	22	404
St. John Telegraph-Journal	1368	47	61	6	20	267
Halifax Chronicle-Herald	1652	105	104	44	32	445
	14462	1644	1097	871	778	4038



TABLE 11(a) (1)

Newspapers rated according to their circulation, size and total volume of news<sup>1</sup> published about all Canadian provinces, the Yukon and North West Territories in the period January 1 - March 31, 1965.

Rating by circulation (1 - 30)	Rating by size (1 - 30)	Rating by volume of news published (1 - 29)
Vancouver Sun 5	6	17
Vancouver Times 20	29	25
Victoria Colonist 27	18	29
Edmonton Journal 10	10*	16
Calgary Herald 13	8	3
Regina-Leader Post 19	17	1
Saskatoon Star-Phoenix 22	24	13
Winnipeg Tribune 16	21	7
Winnipeg Free Press 11	7	4
Toronto Star 1	4	8
Toronto Telegram 3	3	21
Toronto Globe & Mail 4	9	5

\*The average size of the Edmonton Journal and the Ottawa Journal was exactly the same.

<sup>1</sup>The rating of papers according to the volume of news published excludes the Ottawa Droit. Had it been included, this paper would have ranked first.



Table 11(a) (2)

42a.

	Rating by circulation (1 - 30)	Rating by size (1 - 30)	Rating by volume of news published (1 - 29)
London Free Press	15	13	10
Hamilton Spectator	12	5	11
Windsor Star	14	16	15
Kitchener-Waterloo Record	25	14	14
Ottawa Journal	17	10*	18
Ottawa Le Droit	26	20	-
Montreal La Presse	2	1	6
Montreal Le Devoir	21	30	24
Montreal-Matin	8	25	26
Montreal Star	6	2	23
Montreal Gazette	9	12	12
Quebec Le Soleil	7	15	19
Sherbrooke La Tribune	23	27	28
Three Rivers Le Nouvelliste	24	26	27
St. John Telegraph Journal	30	28	20
Sydney Cape-Breton Post	28	23	2
Halifax Chronicle-Herald	18	19	9
St. John's Telegram	29	22	22



TABLE 11(b) (1)

1

Newspapers listed according to the size of their circulation in 1965, together with their comparative circulation in 1960 and 1955.

	1965 (Number of copies sold per day)	1960 (Number of copies sold per day)	1955 (Number of copies sold per day)
Toronto Star	356,438	327,331	416,796
Montreal La Presse	259,309	246,384	245,201
Toronto Telegram	258,704		
Toronto Globe & Mail	239,085	225,087	244,391
Vancouver Sun	237,294	210,505	194,246
Montreal Star	197,550	183,917	163,646
Quebec Le Soleil	138,174	115,453	110,780
Montréal-Matin	133,401		
Montreal Gazette	133,085		
Edmonton Journal	126,104	104,778	89,346
Winnipeg Free Press	122,834	120,618	112,988
Hamilton Spectator	114,193		
Calgary Herald	81,215		
Windsor Star	79,700		
London Free Press	74,771	63,861	54,100
Winnipeg Tribune	74,760		
Ottawa Journal	70,200		
Halifax Chronicle-Herald	68,616	65,309	65,129
Regina Leader-Post	57,198		
Vancouver Times	50,746		
Montreal Le Devoir	46,163		
Saskatoon Star Phoenix	43,398		
Sherbrooke La Tribune	43,310		
Three Rivers Le Nouvelliste	41,607		
Kitchener Waterloo Record	40,942		

<sup>1</sup> Circulation figures are taken from N.W. Ayer and Son's Directory: Newspapers and Periodicals 1965, 1960 and 1955. (Philadelphia)



Table 11(b) (2)

	1965 (Number of copies sold per day)	1960 (Number of copies sold per day)	1955 (Number of copies sold per day)
Ottawa Le Droit	35,103		
Victoria Colonist	35,049		
Sydney Cape Breton Post	27,111		
St. John's Telegram	26,819		
St. John Telegraph- Journal	25,368	24,576	24,380



TABLE 11(c) (1)

Newspapers listed according to their average size<sup>1</sup>, in column inches, in the period January 1 - March 31, 1965, together with their comparative sizes in 1960 and 1955.

	1965 Column Inches	1960 Column Inches	1955 Column Inches
La Presse	11,880	8,600	8,917
Montreal Star	11,273	9,210	7,913
Toronto Telegram	11,088		
Toronto Star	10,890	9,360	9,624
Hamilton Spectator	10,677		
Vancouver Sun	10,560	10,304	7,528
Winnipeg Free Press	10,208	7,803	5,872
Calgary Herald	9,632		
Toronto Globe & Mail	9,438	6,820	6,048
Edmonton Journal	8,683	8,366	6,233
Ottawa Journal	8,683		
Montreal Gazette	8,500		
London Free Press	8,339	7,476	6,960
Kitchener-Waterloo Record	7,568		
Quebec Le Soleil	7,197	5,488	4,325
Windsor Star	7,052		
Regina Leader-Post	6,981		
Victoria Colonist	6,629		
Halifax Chronicle-Herald	5,950	4,320	3,662
Ottawa Le Droit	5,808		
Winnipeg Tribune	5,791		

1

The average size of each paper was arrived at after measuring six copies (published on a Monday, Tuesday, Wednesday, Thursday, Friday and Saturday) during the periods under study.



Table 11(c) (2)

	1965 Column Inches	1960 Column Inches	1955 Column Inches
St. John's Telegram	5,790		
Sydney Cape-Breton Post	5,619		
Saskatoon Star-Phoenix	5,544		
Montréal-Matin	4,108		
Three Rivers Le Nouvelliste	4,092		
Sherbrooke La Tribune	4,035		
St. John Telegraph- Journal	3,677	2,640	3,640
Vancouver Times	3,080		
Montreal Le Devoir	2,720		



TABLE 11(d) (1)

Newspapers listed according to the total amount of news published by each one about the Canadian provinces, together with Yukon and Northwest Territories, in the periods January 1 - March 31, 1965, 1960 and 1955.

	1965 Column Inches	1960 Column Inches	1955 Column Inches
Regina Leader Post	3,670		
Sydney Cape-Breton Post	2,668		
Calgary Herald	2,594		
Winnipeg Free Press	2,508	2,273	2,177
Toronto Globe & Mail	2,364	1,742	1,218
Montreal La Presse	2,170	1,398	625
Winnipeg Tribune	2,147		
Toronto Star	2,014	1,280	857
Halifax Chronicle-Herald	1,880	1,429	1,652
London Free Press	1,814	992	1,487
Hamilton Spectator	1,693		
Montreal Gazette	1,682		
Saskatoon Star-Phoenix	1,658		
Kitchener-Waterloo Record	1,639		
Windsor Star	1,550		
Edmonton Journal	1,538	3,316	2,182
Vancouver Sun	1,387	997	958
Ottawa Journal	1,299		
Quebec Le Soleil	1,265	539	668
St. John Telegraph-Journal	1,156	947	1,368
Toronto Telegram	1,074		
St. John's Telegram	1,061		
Montreal Star	908	936	1,270
Montreal Le Devoir	852		



Table 11(d) (2)

	1965 Column Inches	1960 Column Inches	1955 Column Inches
Vancouver Times	842		
Montréal-Matin	785		
Three Rivers Le Nouvelliste	766		
Sherbrooke La Tribune	671		
Victoria Colonist	632		



### Chapter Three

#### The Western Provinces

British Columbia, Alberta, Saskatchewan and Manitoba ranked third, fourth, fifth and sixth respectively among the provinces of Canada, according to the total amount of news published in the 1965 newspapers.<sup>1</sup> The amount of news published about British Columbia, however, made this province stand apart, in importance, from the other three.

This chapter is concerned with the amount of news published about each western province, together with the source of news and the type of news item used. A comparison is then made between the 1965 papers and those studied in 1960 and 1955. Where sources are concerned, special mention must be made of two Quebec French-language papers, the Montreal *Devoir* and *Montréal-Matin*. The *Montreal Devoir*, while a member of the Canadian Press, rarely attributed copy to that source, because incoming CP copy is largely rewritten by the *Devoir*'s own staff. *Montréal-Matin*, on the other hand, was not a member of the Canadian Press in the period January 1-March 31, 1965, but by a special arrangement this paper occasionally used, and acknowledged, CP material.

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1. Table 1, page 22.



After careful consideration of the newspaper clippings on which this study was based, the author established a standard against which a newspaper's coverage of any province could be measured. In this study, it was assumed that any newspaper which printed 200 column inches or more about a particular province during the three-month period of this study gave it good coverage, while any paper which published under 50 column inches about a province gave it insignificant coverage. Two hundred column inches are the equivalent of one full page in all the daily newspapers (except the tabloid Montréal-Matin, where one page equals 70 column inches).

#### I - British Columbia

In 1965, 18 of the papers studied gave British Columbia good coverage, by the standard explained above, and only one paper, the Sherbrooke Tribune, gave that province insignificant coverage<sup>2</sup>.

The Calgary Herald and the Regina Leader-Post published more British Columbia news than any other papers did.

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2. Table 12, pages 69, 69a, 69b.



All western newspapers published over 200" about British Columbia, but amounts varied considerably from paper to paper. The Calgary Herald published more than twice the amount found in the other Alberta paper, the Edmonton Journal; the Regina Leader-Post printed 780" and the Saskatoon Star-Phoenix 403"; and there was a similar difference between the Winnipeg Free Press's 440" and the Winnipeg Tribune's 244".

With two exceptions, British Columbia news coverage was very high in Ontario newspapers, ranging from 526" in the Toronto Globe and Mail to 277" in the Windsor Star. The two exceptions were the Toronto Telegram and the Ottawa Droit, with 145" and 146" respectively.

Four Quebec newspapers gave good coverage to British Columbia: the Montreal Presse (with 306"), the Montreal Gazette, the Montreal Star, and the Quebec Soleil. Quebec's four other French language papers each printed less than 100". The Sherbrooke Tribune, with 49", had the lowest amount of all 30 newspapers.

Only the Sydney Cape Breton Post, among Maritime papers, gave real prominence to British Columbia news. The Post published 316", while the St. John Telegraph-



Journal published 138", the Halifax Chronicle-Herald 131", and the St. John's Telegram 67".

1. The Source of news<sup>3</sup>

The Canadian Press provided 55% or more of all news published in all papers about British Columbia, with the exception of copy published in the Toronto Globe and Mail, and in Montréal-Matin. The Canadian Press provided 90% or more of the British Columbia news published in the Regina Leader-Post, Saskatoon Star-Phoenix, Windsor Star, Ottawa Droit, Montreal Gazette, Sydney Cape Breton Post, Halifax Chronicle-Herald and the St. John's Telegram. British Columbia news in the Kitchener-Waterloo Record and the Sherbrooke Tribune came entirely from the Canadian Press.

34% of the Calgary Herald's 834" concerning British Columbia came from its own reporting staff, and so did 62% of the Edmonton Journal's coverage. Of the sprinkling of Ontario and Quebec newspapers which used copy from their own journalists, the three Toronto papers printed the most substantial amounts: the Toronto Globe and Mail attributed 228" of its 526" on British Columbia to its own staff, the Toronto Star 38" of its 361", and the Toronto Telegram 48" of its 145".



Three Ontario and three Quebec newspapers supplemented their British Columbia coverage with material from United Press International, but no paper, apart from Montréal-Matin, used more than 14% UPI material. Montréal-Matin took 96% of its British Columbia news from UPI.

Comments about British Columbia reprinted from other newspapers were used by one Ontario, two Quebec and three Maritime papers, and one of the latter, the St. John Telegraph-Journal, used this source for 32% of its 138 inch coverage. Copy from unspecified sources accounted for between 10% and 20% of the British Columbia coverage in the Winnipeg Free Press, Toronto Star, Toronto Globe and Mail, Ottawa Journal, Montreal Presse, Montreal Star, Quebec Soleil, and St. John Telegraph-Journal. In the Edmonton Journal and Winnipeg Tribune, the percentage of material from unspecified sources was 22%.

2. - The type of news item<sup>4</sup>

Sixty per cent or more of the British Columbia coverage in 24 of the papers studied represented straight news reports.

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4. Table 17, pages 74-74a.



In the remaining papers, 68% of the Quebec Soleil's coverage was made up of photographs, and over 25% of material in the Toronto Globe and Mail and the Montreal Presse was classed as commentary.

The number of photographs varied. The Winnipeg Free Press, with 440", published no photographs at all. The Quebec Soleil, mentioned above, had the highest proportion of photographs to straight news; while the Hamilton Spectator, Kitchener-Waterloo Record, Montreal Presse, and St. John's Telegram used 20% or more photographs in their coverage of British Columbia.

3. Comparison with papers published in 1955 and 1960<sup>5</sup>

Eleven of the 30 papers studied were examined for the comparable period, January 1-March 31, 1955 and 1960. Results showed that considerably less British Columbia news was published in former years in the following newspapers:

	<u>1955</u> column inches	<u>1960</u> column inches	<u>1965</u> column inches
Toronto Star	108	133	360
Toronto Globe and Mail	179	356	526
Montreal La Presse	49	146	306
Montreal Star	105	99	223
Quebec Le Soleil	68	23	230
St. John Telegraph-Journal	47	20	138



In six of the other seven papers the amounts fluctuated, or changed to a small degree. The only sharp decline in British Columbia coverage was in the Edmonton Journal: from 798" in 1960 to 410" in 1965.

There were no important changes in the source of news. Newspapers were more dependent on Canadian Press in 1955 and 1960 than they were in 1965. In 1955 all eleven papers studied took 68% or more of their published copy from CP, and the London Free Press took 100%. In 1960 dependence was higher. The Montreal Star, Quebec Soleil and St. John Telegraph-Journal depended 100% on CP, and the Edmonton Journal, London Free Press and Halifax Chronicle-Herald depended on CP for 95% or more of their material.

The Toronto Globe and Mail decreased its dependence on CP by the greatest percentage between 1955 and 1965, from 75% in 1955 to 41% in 1965. In those years the Globe and Mail's use of British Columbia copy from its own staff writers increased from 2% to 43%.



II - Alberta

Applying the standard described on page 47, by which 200 column inches and over means good coverage, and 50 inches or under means inadequate coverage, our study showed that seven papers printed more than 200" about Alberta, and five printed under fifty inches.<sup>6</sup> The two papers with the highest coverage of Alberta were the Regina Leader-Post and the Winnipeg Tribune, with 607" and 400" respectively. Five papers contained between 200" and 300": the Saskatoon Star-Phoenix, the Winnipeg Free Press, the Windsor Star, the Toronto Star and the Toronto Globe and Mail.

It was interesting to see that the three British Columbia papers printed less material about Alberta than the three Ontario papers mentioned above. The Vancouver Sun and the Vancouver Times published 191" and 181" respectively, about Alberta; the Victoria Colonist published 82" - one inch less than the Montreal Star contained.

Coverage in Ontario newspapers varied, from the Windsor Star's 246" to the Kitchener-Waterloo Record's 50".

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6. Table 12, pages 69-69a-69b.



The Ottawa Droit, Ottawa Journal and Toronto Telegram carried between 50" and 100".

No Quebec newspaper fulfilled the 200" requirement for "good coverage". The Montreal Gazette, with 127", had the most Alberta news of any Quebec newspaper. The Nouvelliste of Three Rivers had 50", and the Montreal Devoir and Montréal-Matin less than 50".

The Maritime newspapers each printed less than 50" about Alberta, with the exception of the Sydney Cape Breton Post, which contained 116".

1. The source of news<sup>7</sup>

Canadian Press was the source of 50% or more of the Alberta news published in all but five newspapers. There was complete dependence on CP by the Three Rivers Nouvelliste, St. John Telegraph-Journal, Sydney Cape Breton Post and Halifax Chronicle-Herald.

The three Toronto papers depended on CP for under 50% of their Alberta copy. In the Toronto Star dependence was limited to 15%, in the Globe and Mail 45%, and in the

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7. Table 18, pages 75-75a-79b.



Telegram 49%. In another Ontario newspaper, the Windsor Star, dependence on CP sources was 30%.

Montréal-Matin relied on United Press International for 8" of its 16" Alberta coverage. The Vancouver Sun and the Montreal Star took small amounts of news from UPI. Copy from unspecified sources accounted for between 10% and 20% of Alberta news in the Vancouver Sun, Winnipeg Free Press, Montréal-Matin, Montreal Star, Montreal Gazette and St. John's Telegram. The percentage from unspecified sources was higher in the Victoria Colonist (33%), the Toronto Telegram (38%) and the Vancouver Times (41%).

The three Toronto papers used their own writers' reports in varying degrees, the Toronto Star attributing 147" of its 221" to its own staff. The Windsor Star attributed 173" of its 246" to its own correspondents.

2. The type of news item<sup>8</sup>

In 24 papers, 50% or more of their coverage was in the form of straight news. There was no other kind of coverage in the Toronto Telegram, Montreal Star, St. John

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8. Table 21, pages 78-78a.



Telegraph-Journal and the St. John's Telegram. Straight news formed 90% of the coverage in the Vancouver Sun, Vancouver Times, Victoria Colonist, Kitchener-Waterloo Record, Ottawa Journal and Halifax Chronicle-Herald. Exceptions to this pattern were seen in the Windsor Star, where commentary took up 70% of Alberta news space, the Toronto Star where commentary took up 62%, and the Three Rivers Nouvelliste, where 26" of its total 50" were commentary, and 17" were photographs.

Photographs made up 62% of the Sherbrooke Tribune's coverage, but in other papers the proportion was never higher than 20%.

3. Comparisons with papers published in 1955 and 1960<sup>9</sup>

Our studies showed that, over the ten year period, amounts written about Alberta fluctuated. In two Quebec papers there was an overall increase in amount, from 47" in the Montreal Presse in 1955 to 98" in 1965, and from 15" in the Quebec Soleil in 1955 to 119" in 1965. The Toronto Star went down from 170" in 1955 to 42" in 1960, and then up to 221" in 1965.

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9. Tables 13, 19 and 20, pages 70-70a; 76; and 77.



The following illustration shows how material fluctuated and declined in the two Maritime papers studied over the period:

	1955 column inches	1960 column inches	1965 column inches
St. John Telegraph-Journal	61	3	12
Halifax Chronicle-Herald	104	8	22

### III - Saskatchewan

Only three newspapers printed 200" or more about Saskatchewan, seven papers with more than 200" about Alberta, and 18 papers with more than 200" about British Columbia.<sup>10</sup> Ten newspapers printed less than 50" about Saskatchewan, and another, Montréal-Matin printed nothing at all.

The three papers with most Saskatchewan news were western papers:

	<u>Column inches</u>
Calgary Herald	383
Winnipeg Free Press	376
Winnipeg Tribune	259

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10. Table 12, pages 69-69a-69b.



The three Toronto papers had the next highest amounts: 182" in the Globe and Mail, 154" in the Star and 131" in the Telegram.

Two British Columbia papers had under 50": the Vancouver Times had 30" and the Victoria Colonist 10". The British Columbia paper with the most was the Vancouver Sun with 73".

Ontario papers, as a provincial group, published more than any other. Of nine papers with between 100"-200", six were from Ontario. Only the Ottawa Journal had less than 50".

No Quebec paper published more than 100" about Saskatchewan, apart from the Montreal Gazette, with 104". However, Montreal Presse came close with 95". Of the other Quebec papers, the Montreal Devoir, Quebec Soleil, Three Rivers Nouvelliste and Sherbrooke Tribune had under 50", and Montréal-Matin had nothing at all.

Of the Maritime papers, only the Sydney Cape Breton Post, with 118", had over 50".



1. The source of news<sup>11</sup>

The Canadian Press provided proportionately more Saskatchewan news than it did about British Columbia or Alberta. Twenty-three papers drew more than 50% of their material from CP, and the following drew more than 90%:

	%
Winnipeg Tribune	96
Winnipeg Free Press	90
London Free Press	100
Hamilton Spectator	100
Ottawa Journal	100
Montreal Star	100
Quebec Le Soleil	100
Three Rivers Le Nouvelliste	100
Sydney Cape Breton Post	100
Halifax Chronicle-Herald	100

The only paper using United Press International material was the Vancouver Sun, and the amount was negligible.

The three Toronto papers were the only ones using substantial amounts of copy from their own staff: in the Star 84% of its Saskatchewan news came from its own reporters, in the Globe and Mail 49%, and in the Toronto Telegram 41%.

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11. Table 22, pages 79-79a-79b.



The two Alberta papers depended less than 10% on their staff coverage, and of the two Winnipeg papers, the Tribune depended on its reporters for 3% of its Saskatchewan news, and the Free Press published no staff news at all.

Comments reprinted from other papers made up 35% of the Windsor Star's 76" coverage, and the entire 12" published in the St. John Telegraph-Journal. Copy from unspecified sources accounted for a considerable amount of the Saskatchewan news published in certain papers. Between 10% and 20% of coverage in the Winnipeg Free Press, Toronto Globe and Mail, Ottawa Droit and Montreal Gazette, came from unspecified sources, and the percentage was higher in the Kitchener-Waterloo Record (23%), Montreal Presse (25%), Vancouver Times (33%), Sherbrooke Tribune (44%) and Victoria Colonist (80%).

2. The type of news item<sup>12</sup>

Straight news stories predominated, making up over 60% of each newspaper's Saskatchewan coverage, apart from the Toronto Star and the Sherbrooke Tribune. In the Victoria Colonist, Edmonton Journal, Hamilton Spectator, Ottawa Journal, Montreal Devoir and Halifax Chronicle-Herald, straight news stories were used exclusively.

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12. Table 25, pages 82-82a.



Commentary occupied over 30% of Saskatchewan news space in the Toronto Star, Toronto Globe and Mail, London Free Press and Montreal Star.

Photographs took up 19" of the Montreal Presse's 95" coverage, and 15" of the Quebec Soleil's 39". In other papers the proportion was less.

3. Comparisons with papers published in 1955 and 1960<sup>13</sup>

In nine of the eleven papers studied for 1955, 1960 and 1965, the amount of Saskatchewan news published increased. In only two papers was the increase substantial:

	<u>1955</u>	<u>1960</u>	<u>1965</u>
Toronto Star	17	105	154
Toronto Globe and Mail	34	51	182

In three Quebec newspapers there were overall increases in amount, despite fluctuations:

	<u>1955</u>	<u>1960</u>	<u>1965</u>
Montreal La Presse	11	22	95
Montreal Star	22	7	54
Quebec Le Soleil	17	5	39

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13. Tables 13, 23 and 24, pages 70-70a; 80; and 81.



There was a decline in coverage in the Edmonton Journal, from 373" in 1955 to 129" in 1965. In the Halifax Chronicle-Herald, coverage declined from 44" to 31".

Little Saskatchewan news was written in 1955 and 1960 by reporters from the individual papers, except by the Toronto Star's staff, who supplied 74% of the Star's 105" coverage. The Vancouver Sun ranked next, with 21% of its 115" written by its own correspondents.

#### IV - Manitoba

Only two papers carried more than 200" about Manitoba: the Regina Leader-Post and the Calgary Herald published 361" and 354" respectively.<sup>14</sup>

Apart from these two western papers, coverage varied widely. Seventeen papers printed less than 50" about Manitoba, and they included all three British Columbia papers, six Quebec papers (La Presse among them, with 22"), six Ontario papers (the Toronto Star among them, with 45"), and the New Brunswick and Nova Scotia press.

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14. Table 12, pages 69-69a-69b.



Between the papers with under 50" and those with over 200", there was a motley group:

	<u>column</u> <u>inches</u>		<u>column</u> <u>inches</u>
Toronto Globe and Mail	181	Quebec Le Soleil	81
Saskatoon Star Phoenix	127	Windsor Star	68
Montreal Gazette	114	Kitchener-Waterloo Record	68
Edmonton Journal	84	St. John's Telegram	51

The Toronto Globe and Mail was the only Ontario paper with more than 100" concerning Manitoba, and this was a little surprising, in view of Manitoba's position as a neighboring province. The Toronto Telegram had only 4" about Manitoba over the three-month period.

The lack of any regional pattern in news coverage of Manitoba is emphasized by the fact that the Quebec Soleil printed almost the same amount as the Edmonton Journal did, and that amounts in the Montreal Gazette and Saskatoon Star Phoenix were closely comparable.

#### 1. The source of news<sup>15</sup>

Twelve papers depended on Canadian Press for between 90% - 100% of their Manitoba news. Ten others depended on CP for over 50% of their material. Only the Toronto Globe

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15. Table 26, pages 83-83a-83b.



and Mail used a substantial amount from its own correspondents: 96" out of a total of 181". One other paper, the Montreal Gazette, obtained 17% of its Manitoba news from its own staff.

Comments reprinted from other newspapers were used in very small amounts in the Kitchener-Waterloo Record, the Ottawa Journal, and the Sydney Cape Breton Post.

Copy from unspecified sources accounted for between 10% and 20% of the Manitoba news in the Victoria Colonist, Saskatoon Star-Phoenix, Toronto Globe and Mail, Windsor Star, Ottawa Droit and Montreal Star, and the percentage was higher in the Edmonton Journal (52%), St. John Telegraph-Journal (70%), and the Vancouver Times (73%).

## 2. The type of news item<sup>16</sup>

Straight news stories occupied 100% of news coverage in 11 papers, and over 50% of coverage in all the others, apart from the Toronto Globe and Mail which had 36% news and 54% commentary. In two other papers, commentary formed more than 30% of their Manitoba coverage:

Quebec Le Soleil	46%
Sydney Cape Breton Post	38%

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16. Table 29, pages 86-86a.



Photographs took up 30% or more of Manitoba news in the Edmonton Journal, Saskatoon Star-Phoenix, Hamilton Spectator, Kitchener-Waterloo Record, Sherbrooke Tribune and St. John Telegraph-Journal.

3. Comparison with papers published in 1955 and 1960<sup>17</sup>

In nine of the eleven papers studied over the ten-year period, the amount of news published about Manitoba either declined or remained at much the same level. A decline was most noticeable in the Edmonton Journal, which printed 250" about Manitoba in 1955, 417" in 1960 and 84" in 1965. Coverage in the London Free Press declined from 172" in 1955 to 56" in 1960 and 50" in 1965.

The Quebec Soleil's coverage rose from 22" in 1955 to 81" in 1965. The Toronto Globe and Mail's coverage rose from 108" in 1955 and in 1960 to 181" in 1965. These two papers showed the largest increases.

The source of news showed little change. Canadian Press was the main source in all three years, with the London Free Press and the Quebec Soleil 100% dependent on CP in both 1955 and 1960. In 1965 the London Free Press was

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17. Tables 13, 27 and 28, pages 70-70a; 84; and 85.



again 100% dependent on CP for Manitoba news, and the Quebec Soleil was 96% dependent. In 1955 none of the eleven papers used material from their own reporters, but in 1960 the Toronto Globe and Mail and the Toronto Star used their own correspondents' material in 62% and 46% respectively of their coverage.



V - Conclusions

Some general conclusions can be drawn from the manner in which the western provinces were reported in the various newspapers.

British Columbia newspapers were remarkable for their low coverage of neighboring western provinces.

Certain newspapers in Quebec and the Maritimes published very little about any western province: the Montreal Devoir, Montréal-Matin, the Three Rivers Nouvelliste, Sherbrooke Tribune, St. John's Telegram, St. John Telegraph-Journal and the Halifax Chronicle-Herald. With the exception of the Chronicle-Herald, they were all small papers in over-all size, as described in the previous chapter.

The Halifax Chronicle-Herald and the St. John Telegraph-Journal both published more news about British Columbia in 1965 than they did in 1960 or 1955, but their coverage of other western provinces fluctuated and declined over the ten-year period.



Western news coverage in the Quebec Soleil and Montreal Presse increased over the years, and, among Ontario papers, the Toronto Globe and Mail and the Toronto Star were remarkable for their increased coverage of the west, 1955-1965, their inclusion of substantial amounts of commentary as opposed to straight news reports, and their reliance on their own reporting staffs for a high percentage of their coverage.

Alberta, Saskatchewan and Manitoba papers gave good coverage to neighboring western provinces, but one paper, the Edmonton Journal, showed a noticeable decline in the amount of western news published in the 1955-1965 period.

The study showed that the majority of papers depended heavily on the Canadian Press for western news in 1965, but, among the papers studied in 1955 and 1960 as well as 1965, there appeared to be a slight decrease in this dependence after 1955.



TABLE 12 (1)

Newspapers listed according to the amount of information about a) British Columbia, b) Alberta, c) Saskatchewan and d) Manitoba published in each newspaper under study January 1-March 31, 1965. (Amount in column inches).

a) <u>British Columbia</u>	Total in column inches	Total in column inches		Total in column inches
		b) Alberta	c) Alberta	
Calgary Herald	834		607	
Regina Leader-Post	780		400	
Toronto Globe and Mail	526			265
Hamilton Spectator	466			247
Winnipeg Free Press	440			246
Kitchener-Waterloo Record	412			221
Edmonton Journal	410			209
London Free Press	404			
Saskatoon Star-Phoenix	403			
Toronto Star	360			
Sydney Cape-Breton Post	316			
Montreal La Presse	306			
Ottawa Journal	278			
Windsor Star	277			
Montreal Gazette	250			
Winnipeg Tribune	244			
				98
				83
				82



	Total in column inches	Total in column inches	Total in column inches
a) <u>British Columbia</u> (cont'd)		<u>Alberta</u> (cont'd)	
Quebec Le Soleil	230	Ottawa Le Droit	80
Montreal Star	223	Ottawa Journal	75
Ottawa Le Droit	146	Toronto Telegram	55
Toronto Telegram	145	Sherbrooke La Tribune	53
St. John Telegraph Journal	138	Kitchener-Waterloo Record	50
Halifax Chronicle-Herald	131	Three Rivers Le Nouvelliste	50
Three Rivers Le Nouvelliste	78	Montreal Le Devoir	25
St. John's Telegram	67	Halifax Chronicle-Herald	22
Montreal Le Devoir	64	St. John's Telegram	21
Montreal-Matin	52	Montreal-Matin	16
Sherbrooke La Tribune	49	St. John Telegraph Journal	12

\* Vancouver Sun  
Vancouver Times  
Victoria Colonist

\* Edmonton Journal  
Calgary Herald

\* Not included.



Table 12 (3)

c) <u>Saskatchewan</u>		Total in column inches	Total in column inches	Total in column inches
Calgary Herald	383	361	354	69b.
Winnipeg Free Press	376			
Winnipeg Tribune	259			
Toronto Globe and Mail	182	181	127	
Toronto Star	154	114		
Toronto Telegram	131			
Edmonton Journal	129	84		
Kitchener-Waterloo Record	129			
Sydney Cape-Breton Post	118	81		
Hamilton Spectator	110	81		
Ottawa Le Droit	105	68		
Montreal Gazette	104	51		
		50		
Montreal La Presse	95	45		
London Free Press	85	45		
Windsor Star	76	40		
Vancouver Sun	73	38		
Montreal Star	54	34		
Quebec Le Soleil	39	30		
Ottawa Journal	35	27		
Montreal Le Devoir	31	25		
Halifax Chronicle-Herald	31	24		
Vancouver Times	30	22		
Three Rivers Le Nouvelliste	19	15		
St. John's Telegram	18	11		
St. John Telegraph Journal	13	4		
Victoria Colonist	10	3		
Sherbrooke La Tribune	9	2		
Montreal-Matin	0	1		
c) <u>Manitoba</u>				
Regina Leader-Post		*		
Calgary Herald				
Toronto Globe and Mail				
Saskatoon Star-Phoenix				
Montreal Gazette				
Edmonton Journal				
Quebec Le Soleil				
Windsor Star				
Kitchener-Waterloo Record				
St. John's Telegram				
London Free Press				
Toronto Star				
Vancouver Sun				
Sydney Cape-Breton Post				
Ottawa Journal				
Ottawa Le Droit				
Sherbrooke La Tribune				
St. John Telegraph Journal				
Montreal Star				
Hamilton Spectator				
Victoria Colonist				
Montreal La Presse				
Vancouver Times				
Halifax Chronicle-Herald				
Toronto Telegram				
Montreal-Matin				
Montreal Le Devoir				
Three Rivers Le Nouvelliste				
St. John's Telegram				
Victoria Colonist				
Sherbrooke La Tribune				
Montreal-Matin				
d) <u>Manitoba</u>				
Regina Leader-Post		*		
Calgary Herald				
Toronto Globe and Mail				
Saskatoon Star-Phoenix				
Montreal Gazette				
Edmonton Journal				
Quebec Le Soleil				
Windsor Star				
Kitchener-Waterloo Record				
St. John's Telegram				
London Free Press				
Toronto Star				
Vancouver Sun				
Sydney Cape-Breton Post				
Ottawa Journal				
Ottawa Le Droit				
Sherbrooke La Tribune				
St. John Telegraph Journal				
Montreal Star				
Hamilton Spectator				
Victoria Colonist				
Montreal La Presse				
Vancouver Times				
Halifax Chronicle-Herald				
Toronto Telegram				
Montreal-Matin				
Montreal Le Devoir				
Three Rivers Le Nouvelliste				
St. John's Telegram				
Victoria Colonist				
Sherbrooke La Tribune				
Montreal-Matin				

\* Regina Leader-Post  
Saskatoon Star-Phoenix  
\* Not included

\* Winnipeg Tribune  
Winnipeg Free Press  
\* Not included



TABLE 12 (1)

Comparison of the amounts of information about a) British Columbia, b) Alberta, c) Saskatchewan and d) Manitoba, published in the newspaper under study January 1-March 31, 1965, January 1-March 31, 1960 and January 1-March 31, 1955.  
(Amount in column inches).

	a) <u>British Columbia</u>			b) <u>Alberta</u>		
	1955 Column Inches	1960 Column Inches	1965 Column Inches	1955 Column Inches	1960 Column Inches	1965 Column Inches
Vancouver Sun	-	-	-	-	-	-
Edmonton Journal	586	798	410	131	177	191
Winnipeg Free Press	197	526	440	227	279	247
Toronto Star	108	133	360	170	42	221
Toronto Globe and Mail	179	356	526	113	253	209
London Free Press	194	154	404	163	76	165
Montreal La Presse	49	146	306	47	87	98
Montreal Star	105	99	223	64	57	83
Quebec Le Soleil	68	23	230	15	9	119
St. John Telegraph Journal	47	20	138	61	3	12
Halifax Chronicle-Herald	103	95	131	104	8	22



Table 13 (2)

c) Saskatchewan

	1955 Column inches	1960 Column inches	1965 Column inches	1955 Column inches	1960 Column inches	1965 Column inches
Vancouver Sun	66	115	73			
Edmonton Journal	373	275	129			
Winnipeg Free Press	257	279	376	-	-	-
Toronto Star	17	105	154	30	46	45
Toronto Globe and Mail	34	52	182	108	108	181
London Free Press	24	39	85	172	56	50
Montreal La Presse	11	22	95	32	76	22
Montreal Star	22	7	54	40	55	27
Quebec Le Soleil	17	15	39	22	74	81
St. John Telegraph Journal	6	20	13	20	16	30
Halifax Chronicle-Herald	44	41	31	32	20	11

d) Manitoba

	1955 Column inches	1960 Column inches	1965 Column inches	1955 Column inches	1960 Column inches	1965 Column inches



TABLE 14 (1)

Percentage distribution<sup>1</sup> of information about British Columbia according to the source of news published in the newspapers under study January 1-March 31, 1965.

	Base Column Inches	Total	C.P.	U.P.I.	Southam	Own Staff	Other papers	Various	Unspeci-fied
		%	%	%	%	%	%	%	%
Vancouver Sun	-	-	-	-	-	-	-	-	-
Vancouver Times	-	-	-	-	-	-	-	-	-
Victoria Colonist	-	-	-	-	-	-	-	-	-
Edmonton Journal	410	99	62	0	0	15	0	0	22
Calgary Herald	834	101	59	0	2	34	0	2	4
Regina Leader-Post	780	100	95	0	0	0	0	1	4
Saskatoon Star-Phoenix	403	100	94	0	0	0	0	0	6
Winnipeg Tribune	244	100	78	0	0	0	0	0	22
Winnipeg Free Press	440	100	81	0	0	0	0	7	12
Toronto Star	360	100	69	9	0	11	0	1	11
Toronto Telegram	145	99	55	8	0	33	0	0	3

<sup>1</sup> Because of the rounding of individual percentages, totals do not always equal exactly 100%.



Table 14 (2)

	Base Column Inches	Tbta1 %	C.P. %	U.P.I. %	Southam %	Own Staff %	Other papers %	Various %	Unspeci- fied %
<u>Toronto</u> <u>Globe and Mail</u>	526	99	41	0	0	43	0	1	14
<u>London Free Press</u>	404	100	89	0	10	0	0	0	1
<u>Hamilton</u> <u>Spectator</u>	466	100	82	14	0	2	0	0	2
<u>Windsor Star</u>	277	100	90	0	0	5	0	0	5
<u>Kitchener-</u> <u>Waterloo Record</u>	412	100	100	0	0	0	0	0	0
<u>Ottawa Journal</u>	278	100	79	0	0	4	7	0	10
<u>Ottawa Le Droit</u>	146	100	93	0	0	6	0	0	1
<u>Montreal</u> <u>La Presse</u>	306	101	84	6	0	0	0	0	11
<u>Montreal</u> <u>Le Devoir</u>	64	100	0	0	0	0	0	0	100
<u>Montréal-Matin</u>	49	100	0	96	0	0	0	0	4
<u>Montreal Star</u>	223	100	75	5	0	0	0	0	20
<u>Montreal Gazette</u>	250	100	92	0	0	1	0	0	7
<u>Quebec Le Soleil</u>	230	101	77	0	0	0	11	0	13



Table 14 (3)

	Base Column Inches	Total ' %	C.P. ' %	U.P.I. ' %	Southam ' %	Own Staff ' %	Other papers ' %	Various %' %	Unspeci- fied ' %
<u>Sherbrooke</u>									
<u>La Tribune</u>	52	100	100	0	0	0	0	0	0
<u>Three Rivers</u>									
<u>Le Nouvelliste</u>	78	99	60	0	0	15	24	0	0
<u>St. John Telegraph</u>									
<u>Journal</u>	138	100	58	0	0	0	32	0	10
<u>Sydney Cape-Breton</u>									
<u>Post</u>	316	100	95	0	0	0	0	4	1
<u>Halifax</u>									
<u>Chronicle-Herald</u>	131	101	94	0	0	5	2	0	0
<u>St. John's Telegram</u>	67	100	94	0	0	0	0	6	1



TABLE 15

Percentage distribution<sup>1</sup> of information about British Columbia according to the source of news published in the newspapers under study January 1-March 31, 1960

Base Column Inches	Total	C.P.	U.P.I.	Southam	Own Staff %	Other papers %	Various %	Unspecified %
Vancouver Sun	-	-	-	-	-	-	-	-
Edmonton Journal	800	100	96	0	0	0	0	4
Winnipeg Free Press	526	100	82	0	0	8	5	0
Toronto Star	133	100	68	0	0	14	0	18
Toronto Globe and Mail	356	100	29	0	0	50	0	8
London Free Press	154	100	97	0	0	3	0	0
Montreal La Presse	146	99	58	3	0	0	0	38
Montreal Star	99	100	100	0	0	0	0	0
Quebec Le Soleil	23	100	100	0	0	0	0	0
St. John Telegraph Journal	20	100	100	0	0	0	0	0
Halifax Chronicle-Herald	95	100	95	0	0	0	5	0

1 Because of the rounding of individual percentages, totals do not always equal exactly 100%.



TABLE 16

Percentage distribution<sup>1</sup> of information about British Columbia according to the source of news published in the newspapers under study January 1-March 31, 1955.

	Base Column Inches	Total %	C.P. %	U.P.I. %	Southam %	Own Staff %	Other papers %	Various %	Unspeci-fied %
Vancouver Sun	-	-	-	-	-	-	-	-	-
Edmonton Journal	586	101	98	2	0	0	0	0	1
Winnipeg Free Press	207	100	86	0	0	1	0	0	13
Toronto Star	94	99	68	7	0	19	0	5	0
Toronto Globe and Mail	179	100	75	0	0	2	0	12	11
London Free Press	201	100	100	0	0	0	0	0	0
Montreal La Presse	52	101	87	0	0	0	0	14	0
Montreal Star	105	100	88	0	0	0	0	12	0
Quebec Le Soleil	68	100	81	0	0	0	9	0	10
St. John Telegraph Journal	47	100	98	0	0	0	2	0	0
Halifax Chronicle-Herald	105	100	82	0	0	0	18	0	0

<sup>1</sup> Because of the rounding of individual percentages, totals do not always equal exactly 100%.



TABLE 17 (1)

Percentage distribution<sup>1</sup> of information about British Columbians according to the type of news item published in the newspapers under study January 1-March 31, 1965.

	Base Column Inches	Total	News	Commentary	Photo	Other
		%	%	%	%	%
Vancouver Sun	-	-	-	-	-	-
Vancouver Times	-	-	-	-	-	-
Victoria Colonist	-	-	-	-	-	-
Edmonton Journal	410	100	90	0	10	0
Calgary Herald	834	100	88	6	4	2
Regina Leader-Post	780	100	81	4	12	3
Saskatoon Star-Phoenix	403	99	84	1	14	0
Winnipeg Tribune	244	100	98	1	0	1
Winnipeg Free Press	440	100	83	4	0	13
Toronto Star	360	99	72	8	19	0
Toronto Telegram	145	100	70	12	18	0
Toronto Globe and Mail	526	100	59	27	14	0
London Free Press	404	100	85	0	15	0
Hamilton Spectator	466	100	72	2	26	0
Windsor Star	277	100	73	11	13	3

<sup>1</sup> Because of the rounding of individual percentages, totals do not always equal exactly 100%.



Table 17 (2)

74a.

	Base Column Inches	Total %	News %	Comment- ary %	Photo %	Other %
Kitchener-Waterloo Record	412	100	73	7	20	0
Ottawa Journal	278	100	77	11	12	0
Ottawa Le Droit	146	100	83	0	17	0
Montreal La Presse	306	100	52	25	23	0
Montreal Le Devoir	64	100	89	11	0	0
Montreal-Matin	49	100	100	0	0	0
Montreal Star	223	100	100	0	0	0
Montreal Gazette	250	100	89	0	11	0
Quebec Le Soleil	230	100	28	0	68	4
Sherbrooke La Tribune	52	100	83	0	17	0
Three Rivers Le Nouvelliste	78	99	60	15	0	24
St. John Telegraph Journal	138	100	66	34	0	0
Sydney Cape-Breton Post	316	101	89	~3	8	1
Halifax Chronicle-Herald	131	100	99	1	0	0
St. John's Telegram	67	100	69	0	31	0



TABLE 18 (1)

Percentage distribution<sup>1</sup> of information about Alberta according to the source of news published in the news-papers under study January 1-March 31, 1965.

	Base Column Inches	Total	C.P.	U.P.I.	Southam	Own staff	Other papers	Various	Unspeci-fied
		%	%	%	%	%	%	%	%
<u>Vancouver Sun</u>	191	100	83	2	0	0	0	0	15
<u>Vancouver Times</u>	181	100	67	0	0	0	0	0	33
<u>Victoria Colonist</u>	82	100	59	0	0	0	0	0	41
<u>Edmonton Journal</u>	-	-	-	-	-	-	-	-	-
<u>Calgary Herald</u>	-	-	-	-	-	-	-	-	-
<u>Regina Leader-Post</u>	607	100	92	0	0	0	0	0	8
<u>Saskatoon Star-Phoenix</u>	265	100	84	0	0	8	0	0	8
<u>Winnipeg Tribune</u>	400	101	73	0	16	5	0	5	2
<u>Winnipeg Free Press</u>	247	100	88	0	0	0	0	0	12
<u>Toronto Star</u>	221	101	15	5	0	67	0	0	14
<u>Toronto Telegram</u>	55	100	49	0	0	13	0	0	38

<sup>1</sup> Because of the rounding of individual percentages, totals do not always equal exactly 100%.



Table 18 (2)

	Base Column Inches	Total %	C.P. %	U.P.I. %	Southam %	Own staff %	Other papers %	Various %	Unspeci- fied %
<u>Toronto</u>									
<u>Globe and Mail</u>	209	101	45	0	0	32	0	17	7
<u>London</u>									
<u>Free Press</u>	165	100	84	0	16	0	0	0	0
<u>Hamilton</u>									
<u>Spectator</u>	161	100	65	0	0	18	0	17	0
<u>Windsor Star</u>	246	100	30	0	0	70	0	0	0
<u>Kitchener-</u>									
<u>Waterloo Record</u>	50	100	96	0	0	0	4	0	0
<u>Ottawa Journal</u>	75	100	83	0	0	0	17	0	0
<u>Ottawa Le Droit</u>	80	100	82	0	0	12	0	0	6
<u>Montreal</u>									
<u>La Presse</u>	98	100	85	0	0	11	0	0	4
<u>Montreal</u>									
<u>Le Devoir</u>	25	100	0	0	0	0	0	0	100
<u>Montreal-Matin</u>	16	100	0	50	0	31	0	0	19
<u>Montreal Star</u>	83	100	77	7	0	0	0	0	16
<u>Montreal Gazette</u>	127	100	83	0	0	0	0	0	17
<u>Quebec Le Soleil</u>	119	100	98	0	0	0	0	0	2



Table 18 (3)

	Base Column Inches	Total %	C.P. %	U.P.I. %	Southam %	Own staff %	Other papers %	Various %	Unspeci- fied %
Sherbrooke La Tribune	53	99	62	0	0	0	0	28	9
Three Rivers Le Nouvelliste	50	100	100	0	0	0	0	0	0
St. John Telegraph Journal	12	100	100	0	0	0	0	0	0
Sydney Cape-Breton Post	116	100	100	0	0	0	0	0	0
Halifax Chronicle-Herald	22	100	100	0	0	0	0	0	0
St. John's Telegram	21	100	81	0	0	0	0	0	19



TABLE 19

Percentage distribution of information about Alberta according to the source of news published in the news-papers under study January 1-March 31, 1960.

Base Column Inches	Total %	C.P. %	U.P.I. %	Southam %	Own staff %	Other papers %	Various %	Unspeci- fied %
Vancouver Sun	173	100	66	0	0	0	0	34
Edmonton Journal	-	-	-	-	-	-	-	-
Winnipeg Free Press	279	100	94	0	0	0	5	1
Toronto Star	42	100	55	2	0	0	0	43
Toronto Globe and Mail	253	100	27	0	0	71	0	2
London Free Press	76	100	100	0	0	0	0	0
Montreal La Presse	87	100	51	0	0	0	0	49
Montreal Star	57	100	100	0	0	0	0	0
Quebec Le Soleil	9	100	56	44	0	0	0	0
St. John Telegraph Journal	3	100	100	0	0	0	0	0
Halifax Chronicle-Herald	8	100	100	0	0	0	0	0

<sup>1</sup> Because of the rounding of individual percentages, totals do not always equal exactly 100%.



TABLE 20

Percentage distribution<sup>1</sup> of information about Alberta according to the source of news published in the news-papers under study January 1-March 31, 1955.

Base	Total	C.P.	U.P.I.	Southam	Own staff	Other papers	Various	Unspeci-fied
Column	%	%	%	%	%	%	%	%
Inches								
Vancouver Sun	131	101	55	0	0	0	8	30
Edmonton Journal	-	-	-	-	-	-	-	-
Winnipeg Free Press	227	99	75	0	0	3	0	9
Toronto Star	170	100	15	0	0	0	0	85
Toronto Globe and Mail	113	100	70	0	0	4	0	3
London Free Press	165	100	99	0	0	0	0	1
Montreal La Presse	47	100	92	6	0	0	2	0
Montreal Star	64	100	78	0	0	0	0	22
Québec Le Soleil	15	100	100	0	0	0	0	0
St. John Telegraph Journal	61	100	71	0	0	0	3	0
Halifax Chronicle-Herald	104	100	69	0	0	0	26	5

<sup>1</sup> Because of the rounding of individual percentages, totals do not always equal exactly 100%.



TABLE 21 (1)

Percentage distribution of information about Alberta according to the type of news item published in the newspapers under study January 1-March 31, 1965.

	Base Column Inches	Total %	News %	Comment %	Photo %	Other %
Vancouver Sun	191	100	92	6	2	0
Vancouver Times	181	100	94	1	5	0
Victoria Colonist	82	100	99	0	0	1
Edmonton Journal	-	-	-	-	-	-
Calgary Herald	-	-	-	-	-	-
Regina Leader-Post	607	100	82	3	12	3
Saskatoon Star-Phoenix	265	99	82	9	8	0
Winnipeg Tribune	400	100	63	35	0	2
Winnipeg Free Press	247	100	89	0	8	3
Toronto Star	221	100	38	62	0	0
Toronto Telegram	55	100	100	0	0	0
Toronto Globe and Mail	209	101	53	43	0	5
London Free Press	165	100	63	16	19	2
Hamilton Spectator	161	100	61	35	0	4
Windsor Star	246	100	28	70	0	2

<sup>1</sup> Because of the rounding of individual percentages, totals do not always equal exactly 100%.



Table 21 (2)

	Base Column Inches	Total %	News %	Comment %	Photo %	Other %
Kitchener-Waterloo Record	50	100	96	4	0	0
Ottawa Journal	75	100	93	7	0	0
Ottawa Le Droit	80	100	69	0	14	17
Montreal La Presse	98	100	87	11	0	2
Montreal Le Devoir	25	100	84	16	0	0
Montréal-Matin	16	100	69	31	0	0
Montreal Star	83	100	100	0	0	0
Montreal Gazette	127	100	79	12	0	9
Quebec Le Soleil	119	100	71	17	12	0
Sherbrooke La Tribune	53	99	26	0	62	11
Three Rivers Le Nouvelliste	50	100	14	52	34	0
St. John Telegraph Journal	12	100	100	0	0	0
Sydney Cape-Breton Post	116	100	59	38	0	3
Halifax Chronicle-Herald	22	100	91	0	0	9
St. John's Telegram	21	100	100	0	0	0



TABLE 22 (1)

Percentage distribution<sup>1</sup> of information about Saskatchewan according to the source of news published in the newspapers under study January 1-March 31, 1965.

Base Column Inches	Total %	C.P. %	U.P.I. %	Southam %	Own staff %	Other papers %	Various %	Unspeci- fied %
Vancouver Sun	73	99	53	1	0	0	41	0
Vancouver Times	30	100	67	0	0	0	0	33
Victoria Colonist	10	100	20	0	0	0	0	80
Edmonton Journal	129	101	84	0	0	9	0	8
Calgary Herald	383	100	74	0	0	5	0	21
Regina Leader-Post	-	-	-	-	-	-	-	-
Saskatoon Star-Phoenix	-	-	-	-	-	-	-	-
Winnipeg Tribune	259	100	96	0	0	3	0	1
Winnipeg Free Press	376	100	90	0	0	0	0	0
Toronto Star	154	100	16	0	0	84	0	0
Toronto Telegram	131	100	49	0	0	41	8	2

<sup>1</sup> Because of the rounding of individual percentages, totals do not always equal exactly 100%.



Table 22 (2)

	Base Column Inches	Total %	C.P. %	U.P.I. %	Southam %	Own staff %	Other papers %	Various %	Unspeci-fied %
Toronto Globe and Mail	182	100	40	0	0	49	0	0	11
London Free Press	85	100	100	0	0	0	0	0	0
Hamilton Spectator	110	100	100	0	0	0	0	0	0
Windsor Star	76	100	65	0	0	0	35	0	0
Kitchener-Waterloo Record	129	100	77	0	0	0	0	0	23
Ottawa Journal	39	100	100	0	0	0	0	0	0
Ottawa Le Droit	105	100	81	0	0	0	0	0	19
Montreal La Presse	95	100	55	20	0	0	0	0	25
Montreal Le Devoir	31	100	0	0	0	0	0	0	100
Montreal-Matin	0	100	0	0	0	0	0	0	0
Montreal Star	54	100	100	0	0	0	0	0	0
Montreal Gazette	104	100	63	0	0	17	0	0	20
Quebec Le Soleil	39	100	100	0	0	0	0	0	0



	Base Column Inches	Total %	C.P. %	U.P.I. %	Southam %	Own staff %	Other papers %	Various %	Unspeci- fied %
Sherbrooke La Tribune	9	100	56	0	0	0	0	0	44
Three Rivers									
Le Nouvelliste	19	100	100	0	0	0	0	0	0
St. John Telegraph Journal	13	100	0	0	0	0	100	0	0
Sydney Cape-Bretton Post	118	100	100	0	0	0	0	0	0
Halifax Chronicle-Herald	31	100	100	0	0	0	0	0	0
St. John's Telegram	18	100	67	0	0	33	0	0	0



TABLE 24

Percentage distribution<sup>1</sup> of information about Saskatchewan according to the source of news published in the newspapers under study January 1-March 31, 1960.

Base Column Inches	Total	C.P.	U.P.I.	Southam	Own staff %	Other papers %	Various %	Unspeci-fied %
Vancouver Sun	115	101	56	0	0	21	0	0
Edmonton Journal	275	100	97	0	0	0	0	3
Winnipeg Free Press	279	100	94	0	0	0	0	4
Toronto Star	105	100	26	0	0	74	0	0
Toronto Globe and Mail	52	100	100	0	0	0	0	0
London Free Press	39	100	69	0	0	21	0	0
Montreal La Presse	22	100	86	14	0	0	0	0
Montreal Star	7	100	100	0	0	0	0	0
Quebec Le Soleil	15	100	0	100	0	0	0	0
St. John Telegraph Journal	20	100	100	0	0	0	0	0
Halifax Chronicle-Herald	41	100	17	0	0	0	83	0

<sup>1</sup>Because of the rounding of individual percentages, totals do not always equal exactly 100%.



TABLE 24

Percentage distribution<sup>1</sup> of information about Saskatchewan according to the source of news published in the newspapers under study January 1-March 31, 1955.

	Total Base Column Inches	C.P. %	U.P.I. %	Southam %	Own staff %	Other papers %	Various %	Unspeci- fied %
<u>Vancouver Sun</u>	66	100	41	0	0	0	30	29
<u>Edmonton Journal</u>	373	100	98	0	0	2	0	0
<u>Winnipeg Free Press</u>	257	101	90	0	0	11	0	0
<u>Toronto Star</u>	17	101	77	0	0	0	0	0
<u>Toronto Globe and Mail</u>	34	100	94	0	0	0	0	6
<u>London Free Press</u>	24	100	92	0	0	0	0	0
<u>Montreal La Presse</u>	11	100	36	0	0	0	0	55
<u>Montreal Star</u>	22	100	100	0	0	0	0	0
<u>Quebec Le Soleil</u>	17	100	82	0	0	0	0	18
<u>St. John Telegraph Journal</u>	6	100	100	0	0	0	0	0
<u>Halifax Chronicle-Herald</u>	44	100	52	0	0	0	0	48

<sup>1</sup> Because of the rounding of individual percentages, totals do not always equal exactly 100%.



TABLE 25 (1)

Percentage distribution<sup>1</sup> of information about Saskatchewan according to the type of news item published in the newspapers under study January 1-March 31, 1965.

Base Column Inches	Total	News	Comment	Photo	Other		
						%	%
Vancouver Sun	73	100	86	3	0	0	11
Vancouver Times	30	100	83	7	0	0	10
Victoria Colonist	10	100	100	0	0	0	0
Edmonton Journal	129	100	100	0	0	0	0
Calgary Herald	383	100	82	3	14	1	
Regina Leader-Post	-	-	-	-	-	-	-
Saskatoon Star-Phoenix	-	-	-	-	-	-	-
Winnipeg Tribune	259	100	100	0	0	0	0
Winnipeg Free Press	376	100	93	0	3	4	0
Toronto Star	154	100	53	47	0	0	
Toronto Telegram	131	100	92	8	0	0	
Toronto Globe and Mail	182	100	65	35	0	0	
London Free Press	85	100	61	37	0	22	
Hamilton Spectator	110	100	100	0	0	0	
Windsor Star	76	100	62	35	0	3	

<sup>1</sup> Because of the rounding of individual percentages, totals do not always equal exactly 100%.



Table 25 (2)

	Base Column Inches	Total %	News %	Comment %	Photo %	Other %
Kitchener-Waterloo Record	129	100	65	33	0	2
Ottawa Journal	35	100	100	0	0	0
Ottawa Le Droit	105	100	87	0	13	0
Montreal La Presse	95	100	79	0	20	1
Montreal Le Devoir	31	100	100	0	0	0
Montreal-Matin	0	100	0	0	0	0
Montreal Star	54	100	61	35	0	4
Montreal Gazette	104	100	74	12	12	2
Quebec Le Soleil	39	100	62	0	38	0
Sherbrooke La Tribune	9	100	56	33	0	11
Three Rivers Le Nouvelliste	19	100	84	0	16	0
St. John Telegraph Journal	13	100	0	100	0	0
Sydney Cape-Breton Post	118	100	84	16	0	0
Halifax Chronicle-Herald	31	100	100	0	0	0
St. John's Telegram	18	100	67	33	0	0



TABLE 26 (1)

Percentage distribution<sup>1</sup> of information about Manitoba according to the source of news published in the news-papers under study January 1-March 31, 1965.

Base Column Inches	Total	C.P.	U.P.I.	Southam	Own staff %	Other papers %	Various %	Unspecified %
Vancouver Sun	43	100	98	0	0	0	0	2
Vancouver Times	15	100	27	0	0	0	0	73
Victoria Colonist	24	100	88	0	0	0	0	12
Edmonton Journal	84	99	45	0	0	2	0	52
Calgary Herald	354	100	92	0	8	0	0	0
Regina Leader-Post	361	100	99	0	0	0	0	1
Saskatoon Star-Phoenix	127	100	84	0	0	0	0	16
Winnipeg Tribune	-	-	-	-	-	-	-	-
Winnipeg Free Press	-	-	-	-	-	-	-	-
Toronto Star	45	100	87	0	0	0	13	0
Toronto Telegram	4	100	100	0	0	0	0	0

<sup>1</sup>. Because of the rounding of individual percentages, totals do not always equal exactly 100%.



Table 26 (2)

83a.

	Base Column Inches	Total %	C.P. %	U.P.I. %	Southam %	Own staff %	Other papers %	Various %	Unspeci- fied %
<u>Toronto Globe and Mail</u>	181	100	33	0	0	53	0	0	14
<u>London Free Press</u>	50	100	100	0	0	0	0	0	0
<u>Hamilton Spectator</u>	25	100	100	0	0	0	0	0	0
<u>Windsor Star</u>	68	100	84	0	0	0	0	0	16
<u>Kitchener Waterloo Record</u>	68	100	96	0	0	0	4	0	0
<u>Ottawa Journal</u>	40	100	88	0	0	0	12	0	0
<u>Ottawa Le Droit</u>	38	100	87	0	0	0	0	0	0
<u>Montreal La Presse</u>	22	100	96	0	0	0	0	0	4
<u>Montreal Le Devoir</u>	2	100	0	0	0	0	0	0	100
<u>Montreal-Matin</u>	3	100	0	100	0	0	0	0	0
<u>Montreal Star</u>	27	100	89	0	0	0	0	0	11
<u>Montreal Gazette</u>	114	100	80	0	0	17	0	0	3
<u>Quebec Le Soleil</u>	81	100	96	0	0	0	0	0	4



Table 26 (3)

	Base Column Inches	Total %	C.P. %	U.P.I. %	Southam %	Own staff %	Other papers %	Various %	Unspeci- fied %
Sherbrooke La Tribune	34	100	100	0	0	0	0	0	0
Three Rivers Le Nouvelliste	1	100	100	0	0	0	0	0	0
St. John Telegraph Journal	30	100	30	0	0	0	0	0	70
Sydney Cape-Breton Post	42	100	86	0	0	0	14	0	0
Halifax Chronicle-Herald	11	100	100	0	0	0	0	0	0
St. John's Telegram	51	100	100	0	0	0	0	0	0



TABLE 27

Percentage distribution<sup>1</sup> of information about Manitoba according to the source of news published in the newspapers under study January 1-March 31, 1960.

Base Column Inches	Total	C.P.	U.P.I.	Southam	Own staff %	Other papers %	Various %	Unspecified %
	%	%	%	%	%	%	%	%
Vancouver Sun	101	100	63	4	0	0	0	33
Edmonton Journal	417	100	96	0	0	3	1	0
Winnipeg Free Press	-	-	-	-	-	-	-	-
Toronto Star	46	100	100	0	0	0	0	0
Toronto Globe and Mail	108	100	36	0	0	62	0	2
London Free Press	56	100	100	0	0	0	0	0
Montreal La Presse	76	100	87	13	0	0	0	0
Montreal Star	55	101	55	0	0	46	0	0
Quebec Le Soleil	74	100	100	0	0	0	0	0
St. John Telegraph Journal	16	100	31	0	0	0	69	0
Halifax Chronicle-Herald	20	100	85	15	0	0	0	0

<sup>1</sup> Because of the rounding of individual percentages, totals do not always equal exactly 100%.



TABLE 28

Percentage distribution of information about Manitoba according to the source of news published in the news-papers under study January 1-March 31, 1955.

Base Column Inches	Total %	C.P. %	U.P.I. %	Southam %	Own staff %	Other papers %	Various %	Unspeci-fied %
Vancouver Sun	72	100	81	0	0	0	0	15 4
Edmonton Journal	250	100	97	0	0	0	0	3
Winnipeg Free Press	-	-	-	-	-	-	-	-
Toronto Star	30	100	47	30	0	0	0	23
Toronto Globe and Mail	108	100	79	0	0	0	0	21
London Free Press	172	100	100	0	0	0	0	0
Montreal La Presse	32	100	91	0	0	0	3	6
Montreal Star	40	100	75	0	0	0	25	0
Quebec Le Soleil	22	100	100	0	0	0	0	0
St. John Telegraph Journal	20	100	95	0	0	5	0	0
Halifax Chronicle-Herald	32	100	84	0	0	0	16	0

<sup>1</sup> Because of the rounding of individual percentages, totals do not always equal exactly 100%.



TABLE 29 (1)

Percentage distribution<sup>1</sup> of information about Manitoba according to the type of news item published in the news-papers under study January 1-March 31, 1965.

	Base Column Inches	Total %	News		Comment %	Photo %	Other %
			%	%			
Vancouver Sun	43	100	100	0	0	0	0
Vancouver Times	15	100	73	27	0	0	0
Victoria Colonist	24	100	100	0	0	0	0
Edmonton Journal	84	100	70	0	30	0	0
Calgary Herald	354	100	74	9	16	1	
Regina Leader-Post	361	100	82	4	14	0	
Saskatoon Star-Phoenix	127	100	64	1	35	0	
Winnipeg Tribune	-	-	-	-	-	-	
Winnipeg Free Press	-	-	-	-	-	-	
Toronto Star	45	100	100	0	0	0	0
Toronto Telegram	4	100	100	0	0	0	0
Toronto Globe and Mail	181	100	36	54	10	0	0
London Free Press	50	100	100	0	0	0	0
Hamilton Spectator	25	100	64	0	36	0	0
Windsor Star	68	100	84	0	16	0	

<sup>1</sup> Because of the rounding of individual percentages, totals do not always equal exactly 100%.



	Base Column Inches	Total %	News %	Comment %	Photo %	Other %
Kitchener-Waterloo Record	68	100	65	4	31	0
Ottawa Journal	40	100	88	12	0	0
Ottawa Le Droit	38	100	100	0	0	0
Montreal La Presse	22	100	96	0	0	4
Montreal Le Devoir	2	100	100	0	0	0
Montreal-Matin	3	100	100	0	0	0
Montreal Star	27	100	96	0	0	4
Montreal Gazette	114	100	64	18	18	0
Quebec Le Soleil	81	100	54	46	0	0
Sherbrooke La Tribune	34	100	56	0	41	3
Three Rivers Le Nouvelliste	1	100	100	0	0	0
St. John Telegraph Journal	30	100	53	0	47	0
Sydney Cape-Breton Post	42	100	57	38	0	5
Halifax Chronicle-Herald	11	100	100	0	0	0
St. John's Telegram	51	100	100	0	0	0



## Chapter Four

Ontario and Quebec

Ontario and Quebec were the provinces which received the highest news coverage of all in Canadian daily newspapers in 1965.

This chapter is concerned with the amount of news written about them, together with the source <sup>1</sup> of that news and the types of news item used. A comparison is made between the 1965 papers and those studied in 1960 and 1955.

I. Ontario

In all papers except one, Ontario coverage exceeded 200", and the Victoria Colonist which was the exception, had 196". <sup>2</sup> Nine papers published over 500" about Ontario, and two of them, the Regina Leader-Post and the Montreal Presse, printed more than 1,000".

Ontario news took up a higher percentage of total provincial coverage in Quebec newspapers than in any other papers. With the exception of the Montreal Star, all the Quebec papers under study published over 400" of Ontario news:

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1. See chapter Three, page 46 concerning source of material in the Montreal Devoir and Montréal-Matin.
2. Table 30, page 101.



	Column inches	Percentage of total provincial coverage given to Ontario news
Montreal La Presse	1,406	65%
Montreal Gazette	861	51%
Montreal Le Devoir	663	77%
Montréal-Matin	623	79%
Quebec Le Soleil	553	44%
Sherbrooke La Tribune	426	64%
Three Rivers Le Nouvelliste	426	56%
Montreal Star	350	38%

Of the five papers with the smallest amounts of Ontario news, three (the Saskatoon Star-Phoenix, Edmonton Journal and Victoria Colonist) were western papers, and two (the St. John Telegraph-Journal and Halifax Chronicle-Herald) were Maritime papers.

There were some striking differences in the amount of news published by newspapers in one province or, in some cases, in one city. The following papers showed the biggest difference:

	Column inches	Percentage of total provincial coverage given to Ontario news
Vancouver Sun	489	35%
Victoria Colonist	196	31%
Regina Leader-Post	1,017	28%
Saskatoon Star-Phoenix	289	17%
Montreal Gazette	861	51%
Montreal Star	350	38%



1. The Source of news

3

Papers west of Ontario were all more than 50% dependent on the Canadian Press for their Ontario news. The Winnipeg Free Press, which took 53% of its 801" from CP, was the least dependent; and the Saskatoon Star-Phoenix, which took 95% of its 289" from CP, was the most dependent. However, it must be noted that 39% of the Winnipeg Free Press's material came from unspecified sources, as did 39% of the Vancouver Times' material, and 30% of the Edmonton Journal's; and all these papers appeared to have a relatively low dependence on Canadian Press.

Quebec newspapers varied in their use of CP copy, but the amounts taken from unspecified sources also varied, as in the following cases:

	Percentage of Ontario news provided by CP	Percentage of news from unspecified sources
Montréal-Matin	0%	33%
Montreal Le Devoir <sup>4</sup>	1%	72%
Montreal La Presse	38%	36%
Three Rivers Le Nouvelliste	58%	29%

All the Maritime papers studied depended on CP for over 65% of their Ontario material. In the case of the Halifax Chronicle-Herald, in which 65% of its Ontario news came from CP, 19% was from unspecified sources. The St. John Telegraph-Journal, which took more than any other Maritime paper from CP, attributed 73% to this source, while a further 17% came from unspecified sources.

3. Table 32, pages 103-103a.

4. See footnote 1, on page 87.



Only four papers in western Canada - The Edmonton Journal, Calgary Herald, Winnipeg Tribune and Winnipeg Free Press - used material written by their own reporters about Ontario, and in each case the amount used represented less than 10% of their coverage. Among Quebec papers, three obtained more than 10% from their own correspondents: the Montreal Presse (18%), the Montreal Devoir (27%), and Montréal-Matin (28%). The other Quebec papers attributed under 10% of their Ontario news to their own staff. The Montreal Star was the only Quebec paper which did not use its own staff at all as a source of Ontario news. The Maritime papers, on the other hand, took all their Ontario material from outside sources, except for the Sydney Cape Breton Post which attributed 1% to its own reporters.

United Press International was used by a sprinkling of papers across the country, but UPI material constituted less than 10% of Ontario coverage in all but Montréal-Matin, which obtained 38% of its 623" from this source.

Omission: Comments reprinted from other papers were used by four western papers, the Sherbrooke Tribune and Three Rivers Nouvelliste in Quebec, and by each Maritime paper. Apart from the St. John's Telegram, which took 22% of its Ontario news from this source, use by other papers was limited to 10% or less.

## 2. The type of news item

Straight news reports predominated in all papers' Ontario coverage. They accounted for over 70% of the Ontario coverage in all western papers, apart from the Regina Leader-Post, with

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5. Table 35, pages 106-106a.



62%. Straight news reports made up over 50% of the coverage in Quebec papers, except for the Three Rivers Nouvelliste, with 39%. Among Maritime papers, between 50% and 70% of Ontario news consisted of straight news reports.

The amount of commentary about Ontario varied in western papers, from one at all in the Vancouver Times, Edmonton Journal and Calgary Herald to 23% in the Victoria Colonist. Among Quebec papers, only the Montreal Star had no commentary at all. In other Quebec papers, the amount of comment ranged from 2% in the Montreal Gazette to 28% in the Devoir. Commentary varied in the Maritime papers from 8% of the St. John's Telegram's Ontario coverage to 19% in both the Sydney Cape Breton Post and the Halifax Chronicle-Herald.

The use of photographs was widespread. Only the Victoria Colonist, the Saskatoon Star-Phoenix and the Montreal Star published no photographs of events in Ontario. Photographs made up between 10% and 20% of Ontario coverage in the Vancouver Sun, Vancouver Times, Edmonton Journal, Winnipeg Free Press, Montreal Presse, Montréal-Matin, St. John Telegraph-Journal, Sydney Cape Breton Post and Halifax Chronicle-Herald. In the Regina Leader-Post, Quebec Soleil, Sherbrooke Tribune, Three Rivers Nouvelliste and St. John's Telegram, between 27% and 37% of their Ontario coverage consisted of photographs.



3. Comparison with papers published in 1955 and 1960

In only one of the eleven papers studied was there a significant increase in the amount of Ontario news published over the ten year period. In the Montreal Presse, Ontario coverage climbed from 380" in 1955 to 916" in 1960 and 1,406" in 1965. The Quebec Soleil showed an increase from 304" in 1955 to 553" in 1965, and there were slight increases in Ontario news in the Vancouver Sun, and the St. John Telegraph-Journal.

In three papers there was an overall decline in the amount of Ontario news published:

	1955 Column inches	1960 Column inches	1965 Column inches
Edmonton Journal	450"	713"	282"
Montreal Star	893"	554"	350"
Halifax Chronicle-Herald	447"	200"	271"

The high percentage of news from unspecified sources made it impossible to say whether the Edmonton Journal, Montreal Presse or Halifax Chronicle-Herald really took less material from Canadian Press over the ten-year period, or whether some CP material went unacknowledged in 1965.

The amount of news reported by a paper's staff increased most noticeably in the case of the Montreal Presse. In that paper, use of its own news staff's Ontario material increased from 2% in 1955 to 18% in 1965, at the same time that the total amount of Ontario news in the paper quadrupled. Another paper

6. Tables 30, 33 and 34, pages 101; 104; and 105.



which made use of its own staff's material was the Quebec Soleil. Nine per cent of its Ontario coverage in 1965 came from staff reporters, whereas staff material was not used in 1955 and 1960.

The Montreal Star's reporters provided 6% of the paper's Ontario coverage in 1955 and 3% in 1960, but none in 1965. Another paper showing a decrease in staff reports was the Winnipeg Free Press, with a percentage drop over the years from 25% in 1955 to 4% in 1965.

## II. Quebec

In 1965, every newspapers published more than 200 column inches about Quebec, and all but three (the Vancouver Times, Victoria Colonist and St. John's Telegram) contained more than 300".<sup>7</sup>

Of the nine Ontario papers studied, seven published larger amounts of Quebec news than any other papers:

	Column inches	Percentage of the total provincial coverage given to Quebec news.
Ottawa Le Droit <sup>8</sup>	10,861	94%
London Free Press	927	51%
Toronto Star	921	46%
Toronto Globe and Mail	858	36%
Kitchener-Waterloo Record	752	46%
Ottawa Journal	748	58%
Windsor Star	716	46%

7. Table 30, page 101.

8. As explained in Chapter Two page 20, footnote 4, the Ottawa Droit is exceptional in that it circulates in Hull, Quebec and the surrounding region.



The Hamilton Spectator and the Toronto Telegram published 474" and 400" of Quebec news, respectively. However, it should be noted that the Toronto Telegram's Quebec coverage represented 37% of the paper's total provincial coverage <sup>9</sup>, whereas in the Hamilton Spectator, Quebec coverage represented 28% of the total provincial coverage.

Apart from the seven Ontario papers listed above the papers with the largest amounts of Quebec news were the Halifax Chronicle-Herald with 609" and the Regina Leader-Post with 576". These amounts represented 32% of the Chronicle-Herald's total provincial coverage and 16% of the Leader-Post's.

Quebec coverage varied in amount from paper to paper in each of the four western provinces, except in the case of the two Alberta papers under study, the Calgary Herald (493") and the Edmonton Journal (471"). The greatest difference in coverage between two papers from the same province was between the Regina Leader-Post (576") and the Saskatoon Star Phoenix (370").

The three papers with the least amount of Quebec news, the Vancouver Times, Victoria Colonist and St. John's Telegram were all mentioned in the previous chapter in connection with their low coverage of certain western provinces <sup>10</sup>.

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9. Table 5, pages 36-36a.

10. Chapter Three, pages 67 & 68.



1. The source of news 11

In western dailies, the Canadian Press provided over 45% of each paper's coverage of Quebec, apart from the Vancouver Times; and in that paper, the 36% provided by CP must be set against the fact that 45% of the Vancouver Times' Quebec coverage came from unspecified sources.

Among the Ontario papers, the Ottawa Droit, with 20% dependence on CP, took the least material from that source. CP provided 37% of the Toronto Star's coverage, 50% of the Toronto Telegram's and 52% of the Toronto Globe and Mail's. Newspapers elsewhere in the province took between 70% and 80% of their Quebec news from CP.

In the Maritimes, use of Canadian Press material was high, but the extent varied from paper to paper. Fifty-six per cent of the Halifax Chronicle-Herald's Quebec coverage came from CP, as did 71% of the St. John Telegraph-Journal's, 88% of the St. John's Telegram's, and 92% of the Sydney Cape Breton Post's.

News coming from unspecified sources made up between 10% and 20% of Quebec coverage in the Saskatoon Star-Phoenix, Winnipeg Free Press, Toronto Telegram, Toronto Globe and Mail, Kitchener-Waterloo Record, Ottawa Droit and St. John Telegraph-Journal. In the Edmonton Journal the percentage of Quebec news from unspecified sources was



as high as 34%.

More was written about Quebec by reporters from individual papers than about any other province. Every paper used some material written by its own staff, except the three British Columbia newspapers, the Regina Leader-Post, the Kitchener-Waterloo Record, and the Sydney Cape Breton Post. Stories by staff reporters represented between 10% and 20% of Quebec coverage in the following dailies:

Edmonton Journal  
Calgary Herald  
Hamilton Spectator  
Windsor Star  
Ottawa Journal  
St. John Telegraph-Journal

There were higher percentages in these Ontario newspapers:

Toronto Telegram	25%
Toronto Globe and Mail	32%
Toronto Star	34%
Ottawa Le Droit	55%

Quebec copy distributed by United Press International was published in seven papers, but the only significant amounts used were in the Vancouver Sun and the Victoria Colonist, where UPI news items constituted 21% and 13% of Quebec coverage, respectively.

Newspaper comments about Quebec were reprinted in most dailies across the country. All but five of the papers studied used this source of information, but the amounts used represented less than 10% of each paper's



Quebec coverage, except in the following dailies:

Vancouver Sun	19%
Calgary Herald	14%
Winnipeg Tribune	21%

2. The type of news item <sup>12</sup>

Straight newsreports made up 60% of all published Quebec news, except in Vancouver Times (54%), the Calgary Herald (59%), the Toronto Star (54%) and the Halifax Chronicle-Herald (49%). The highest proportion of straight news reports used in any paper was 88% in both the Victoria Colonist and the Ottawa Journal.

Every paper published some commentary on Quebec affairs, but comment represented under 25% of coverage in all except the Vancouver Sun (27%), Calgary Herald (41%), Toronto Star (44%), Sydney Cape Breton Post (34%) and Halifax Chronicle-Herald (48%).

Photographs of Quebec affairs appeared in all papers except the Victoria Colonist, Calgary Herald, St. John Telegraph-Journal and Halifax Chronicle-Herald. However, photographs made up less than 20% of Quebec coverage in all but the Vancouver Times and Kitchener-Waterloo Record, where the proportions were 27% and 21% respectively.



3. Comparison with papers published in 1955 and 1960 <sup>13</sup>

The St. John Telegraph-Journal was the only paper which showed a decrease in the amount of news published about Quebec over the ten-year period. In this paper, Quebec coverage declined from 496" in 1955 to 315" in 1965.

In the other ten papers studied for 1955, 1960 and 1965, there was an increase in the amount of Quebec news published. Three Ontario papers showed the most significant increases:

	1955 column inches	1960 column inches	1965 column inches
Toronto Star	391	801	921
Toronto Globe and Mail	565	701	858
London Free Press	699	511	927

There appeared to be a decrease in the amount of Canadian Press material used in the eleven papers during the period of study, but the publication of large amounts of news from unspecified sources prevents any definite conclusion being drawn. Although the amounts of Quebec news published in 1965 were greater than in 1960, the proportion of news reported by each paper's own journalists did not increase.



III. Conclusions

In 1965, 1960 and 1955, more news was published about Quebec and Ontario than about any other province.

Table 30 <sup>14</sup> showed that papers which printed a high volume of news about one province did not always publish a similarly high volume about the other. The Regina Leader-Post and Winnipeg Free Press published almost twice as much about Ontario as they did about Quebec, while the Halifax Chronicle-Herald published more than twice as much about Quebec as it did about Ontario. If 75" or more difference in the amount of coverage given to the two provinces is taken as the dividing mark, then Table 30 shows that the Vancouver Sun, the Victoria Times and the Sydney Cape Breton Post published considerably more news about Ontario than about Quebec, and the Calgary Herald, Edmonton Journal and Saskatoon Star-Phoenix published considerably more news about Quebec than about Ontario. The Victoria Colonist, Winnipeg Tribune, St. John Telegraph-Journal and St. John's Telegram published similar amounts of news about each province (that is, there was less than 75" difference between their Ontario and Quebec news coverage.)



Table 30 also showed that, of the six papers which published the smallest amounts of news about Ontario and Quebec individually, four had small amounts about both provinces: the Victoria Colonist, the Vancouver Times, the Saskatoon Star-Phoenix and the St. John's Telegraph-Journal. The latter three papers were among the ten smallest in overall size, as described in Chapter Two.

The Canadian Press provided the largest part of news coverage about each province, but in Quebec's case, a relatively high proportion of news reports was supplied by the staffs of individual papers. More commentary was written about Quebec than about Ontario.

The comparative study of eleven newspapers in 1955 and 1960 showed that, by comparison with Ontario, the amount of news published about Quebec grew significantly over the period 1955-1965.



Table 30

Newspapers listed according to the amount of information about  
a) Ontario and

b) Quebec published in each newspaper under study  
January 1-March 31, 1965. (Amount in column inches).

<u>Ontario</u>	Total in column inches	<u>Quebec</u>	Total in column inches
Montreal La Presse	1,406	Ottawa Le Droit	10,861
Regina Leader-Post	1,017	London Free Press	927
Montreal Gazette	861	Toronto Star	921
Winnipeg Free Press	801	Toronto Globe & Mail	858
Sidney Cape Breton Post	708	Kitchener-Waterloo Record	752
		Ottawa Journal	748
Montreal Le Devoir	663	Windsor Star	716
Montréal-Matin	623	Halifax Chronicle-Herald	609
Quebec Le Soleil	553		
Winnipeg Tribune	536	Regina Leader-Post	576
Vancouver Sun	489	Winnipeg Tribune	560
Sherbrooke La Tribune	426	Sidney Cape-Breton Post	540
Three Rivers Le Nouvelliste	426	Calgary Herald	493
Calgary Herald	372	Hamilton Spectator	474
St. John's Telegram	353	Edmonton Journal	471
Montreal Star	350	Winnipeg Free Press	433
Vancouver Times	342	Toronto Telegram	400
Saskatoon Star-Phoenix	289	Saskatoon Star-Phoenix	370
St. John Telegraph-Journal	288	Vancouver Sun	365
Edmonton Journal	282	St. John Telegraph Journal	315
Halifax Chronicle-Herald	271	St. John's Telegram	284
Victoria Colonist	196	Victoria Colonist	235
		Vancouver Times	205
(Toronto Star		(Montreal La Presse	
*(Toronto Telegram		*(Montreal Le Devoir	
(Toronto Globe & Mail		(Montréal-Matin	
(London Free Press		(Montreal Star	
:(Hamilton Spectator		(Montreal Gazette	
(Windsor Star		(Quebec Le Soleil	
(Kitchener-Waterloo Record		(Sherbrooke La Tribune	
(Ottawa Journal		(Three Rivers Le	
(Ottawa Le Droit		Nouvelliste	

\* not included



Table 31

Comparison of the amounts of information about

a) Ontario and  
 b) Quebec, published in the newspapers under study  
 January 1-March 31, 1965, January 1-March 31, 1960  
 and January 1-March 31, 1955.  
 (Amount in column inches).

	ONTARIO			QUEBEC		
	1955 column inches	1960 column inches	1965 column inches	1955 column inches	1960 column inches	1965 column inches
Vancouver Sun	401	263	489	205	228	365
Edmonton Journal	450	713	282	289	477	471
Winnipeg Free Press	817	583	801	359	474	433
Toronto Star	—	—	—	391	801	921
Toronto Globe & Mail	—	—	—	565	701	858
London Free Press	—	—	—	699	511	927
Montreal La Presse	380	916	1,406	—	—	—
Montreal Star	893	554	350	—	—	—
Quebec Le Soleil	304	404	553	—	—	—
St. John Telegraph- Journal	267	142	288	496	322	315
Halifax Chronicle- Herald	447	200	271	449	420	609



TABLE 32 (1)

Percentage distribution of information about Ontario according to the source of news published in the newspapers under study.

January 1 - March 31, 1965

Base: Column Inches	Total %	CP %	UPI %	Southam %	Own Staff %	Other Paper %	Vari- ous %	Unspec- ified %
489	100	76	6	0	2	0	6	10
Vancouver Sun								
Vancouver Times	342	100	61	0	0	0	0	39
Victoria Colonist	196	99	84	2	0	0	5	0
Edmonton Journal	282	100	55	3	0	2	10	0
Calgary Herald	372	100	94	0	0	4	0	2
Regina Leader-Post	1,017	100	86	0	2	0	2	1
Saskatoon Star-Phoenix	289	100	95	0	0	0	5	0
Winnipeg Tribune	536	100	80	0	0	9	0	11
Winnipeg Free Press	801	100	53	0	0	4	0	39
Toronto Star	---	---	---	---	---	---	---	---
Toronto Telegram	---	---	---	---	---	---	---	---
Toronto Globe & Mail	---	---	---	---	---	---	---	---
London Free Press	---	---	---	---	---	---	---	---

<sup>1</sup> Because of the rounding of individual percentages, totals do not always equal exactly 100%.



Table 32 (2)

	Base: Column Inches	Total %	CP %	UPI %	Southam %	Own Staff %	Other Paper %	Vari- ous %	Unspec- ified %
Hamilton Spectator	---	---	---	---	—	—	—	—	—
Windsor Star	---	---	---	---	—	—	—	—	—
Kitchener-Waterloo Record	---	---	---	---	—	—	—	—	—
Ottawa Journal	---	---	---	---	—	—	—	—	—
Ottawa Le Droit	---	---	---	---	—	—	—	—	—
Montreal La Presse	1,406	100	38	5	1	18	2	0	36
Montreal Le Devoir	663	100	1	0	0	27	0	0	72
Montréal-Matin	623	99	0	38	0	28	0	0	33
Montreal Star	350	100	77	9	0	0	0	0	14
Montreal Gazette	861	100	88	0	0	1	0	2	9
Quebec Le Soleil	553	99	69	2	0	9	0	0	19
Sherbrooke La Tribune	426	100	73	0	0	4	8	0	15
Three Rivers Le Nouvelliste	426	100	58	0	0	6	7	0	29
St. John Telegraph Journal	288	100	73	0	0	0	10	0	17
Sydney Cape-Breton Post	708	100	82	0	0	1	5	7	5
Halifax Chronicle- Herald	271	100	65	10	0	0	6	0	19
St. John's Telegram	353	100	68	0	0	0	22	0	10



Table 33

Percentage distribution <sup>1</sup> of information about Ontario according to the source of news published in the newspapers under study.

January 1 - March 31, 1960.

Base column index	Total	CP	UPI	South am	Own Staff	Other papers	Var- ious	Unspec- ified
	%	%	%	%	%	%	%	%
Vancouver Sun	263	101	80	8	0	8	3	1
Edmonton Journal	713	101	98	0	0	0	0	3
Winnipeg Free Press	583	101	62	0	0	6	0	32
Toronto Star	-	-	-	-	-	-	-	-
Toronto Globe and Mail	-	-	-	-	-	-	-	-
London Free Press	-	-	-	-	-	-	-	-
Montreal La Presse	916	101	67	4	0	3	0	1
Montreal Star	554	100	81	1	0	3	0	15
Quebec Le Soleil	400	100	60	3	0	0	0	34
St. John Telegraph- Journal	142	100	76	0	0	3	8	0
Halifax Chronicle- Herald	201	101	94	4	0	0	0	3

1. Because of the rounding of individual percentages, totals do not always equal exactly 100%.



TABLE 34

Percentage distribution<sup>1</sup> of information about Ontario according to the source of news published in the newspapers under study.

January 1 - March 31, 1955

Base: Column Inches	Total %	CP %	UPI %	Southam %	Own Staff %	Other Paper %	Vari- ous %	Unspec- ified %
Vancouver Sun 401	101	45	0	0	0	8	25	23
Edmonton Journal 450	100	98	0	0	0	1	0	1
Winnipeg Free Press 832	100	46	0	0	25	0	1	28
Toronto Star ---	---	---	---	---	---	---	---	---
Toronto Globe & Mail ---	---	---	---	---	---	---	---	---
London Free Press ---	---	---	---	---	---	---	---	---
Montreal La Presse 280	92	78	3	0	2	0	8	8
Montreal Star 859	100	50	0	0	6	0	14	30
Quebec Le Soleil 404	100	94	0	0	3	0	0	3
St. John Telegraph- Journal 267	100	71	0	0	0	10	0	19
Halifax Chronicle- Herald 445	101	89	0	0	0	0	8	4

<sup>1</sup>Because of the rounding of individual percentages, totals do not always equal exactly 100%.



TABLE 35 (1)

Percentage distribution of information about Ontario according to the type of news item published in the newspapers under study.

January 1 - March 31, 1965

	Base: Column Inches	Total %	News	Comment	Photo	Other
Vancouver Sun	489	100	79	1	15	5
Vancouver Times	342	100	81	0	18	1
Victoria Colonist	196	100	76	23	0	1
Edmonton Journal	282	100	85	0	15	0
Calgary Herald	372	100	91	0	6	3
Regina Leader-Post	1,017	99	62	7	28	2
Saskatoon Star-Phoenix	289	100	92	7	0	1
Winnipeg Tribune	536	101	74	13	8	6
Winnipeg Free Press	801	99	74	1	17	7
Toronto Star	---	---	---	---	---	-
Toronto Telegram	---	---	---	---	---	-
Toronto Globe & Mail	---	---	---	---	---	-
London Free Press	---	---	---	---	---	-

<sup>1</sup>Because of the rounding of individual percentages, totals do not always equal exactly 100%.



Table 35 (2)

	Base: Column Inches	Total %	News	Comment	Photo	Other
Hamilton Spectator	---	---	---	---	---	---
Windsor Star	---	---	---	---	---	---
Kitchener-Waterloo Record	---	---	---	---	---	---
Ottawa Journal	---	---	---	---	---	---
Ottawa Le Droit	---	---	---	---	---	---
Montreal La Presse	1,406	100	66	15	18	1
Montreal Le Devoir	663	99	66	28	5	0
Montréal-Matin	623	101	76	5	20	0
Montreal Star	350	99	97	0	0	2
Montreal Gazette	861	100	89	2	5	4
Quebec Le Soleil	553	100	59	12	29	0
Sherbrooke La Tribune	426	100	54	12	27	7
Three Rivers Le Nouvelliste	426	100	39	23	37	1
St. John Telegraph Journal	288	100	69	10	11	10
Sydney Cape-Breton Post	708	100	68	19	11	2
Halifax Chronicle-Herald	271	100	51	19	19	11
St. John's Telegram	353	100	59	8	30	3



TABLE 36 (1)

Percentage distribution<sup>1</sup> of information about Quebec according to the source of news published in the newspapers under study.

January 1 - March 31, 1965

Base: Column Inches	Total %	CP %	UPI %	Southam %	Own Staff %	Other Paper %	Vari- ous %	Unspec- ified %	
Vancouver Sun	365	100	47	21	0	0	19	12	2
Vancouver Times	205	100	36	0	5	0	0	14	45
Victoria Colonist	235	100	82	13	0	0	0	3	2
Edmonton Journal	471	100	46	0	0	15	5	0	34
Calgary Herald	493	101	53	0	14	10	14	6	4
Regina Leader-Post	576	100	80	0	0	0	9	6	5
Saskatoon Star-Phoenix	370	100	78	0	0	5	7	0	10
Winnipeg Tribune	560	100	62	0	0	4	21	6	7
Winnipeg Free Press	433	100	65	0	0	8	8	0	19
Toronto Star	921	100	37	2	0	34	1	24	3
Toronto Telegram	400	100	50	5	0	25	2	2	16
Toronto Globe & Mail	858	100	52	1	0	32	0	3	12
London Free Press	927	100	78	0	0	9	0	5	8

<sup>1</sup>Because of the rounding of individual percentages, totals do not always equal exactly 100%.



Table 36 (2)

Base: Column Inches	Total %	CP %	UPI %	Southam %	Own Staff %	Other Paper %	Vari- ous %	Unspec- ified %
Hamilton Spectator 474	100	77	2	0	15	6	0	0
Windsor Star 716	100	74	0	0	18	3	0	5
Kitchener-Waterloo Record 752	101	79	0	0	0	5	5	12
Ottawa Journal 748	100	70	5	0	10	4	4	7
Ottawa Le Droit 10,861	100	20	0	0	55	4	1	20
Montreal La Presse ---	---	---	-	-	-	-	-	-
Montreal Le Devoir ---	---	---	-	-	-	-	-	-
Montreal-Matin ---	---	---	-	-	-	-	-	-
Montreal Star ---	---	---	-	-	-	-	-	-
Montreal Gazette ---	---	---	-	-	-	-	-	-
Quebec Le Soleil ---	---	---	-	-	-	-	-	-
Sherbrooke La Tribune ---	---	---	-	-	-	-	-	-
Three Rivers Le Nouvelliste ---	---	---	-	-	-	-	-	-
St. John Telegraph Journal 315	99	71	0	0	12	5	0	11
Sydney Cape-Breton Post 540	100	92	0	0	0	3	5	0
Halifax Chronicle- Herald 609	100	56	5	0	3	8	23	5
St. John's Telegram 284	99	88	0	0	4	0	0	7



TABLE 37

Percentage distribution<sup>1</sup> of information about Quebec according to the source of news published in the newspapers under study.

January 1 - March 31, 1960

Base: Column Inches	Total %	CP %	UPI %	Southam %	Own Staff %	Other Papers %	Vari- ous %	Unspec- ified %
Vancouver Sun 228	100	62	5	0	15	9	0	9
Edmonton Journal 477	100	95	0	0	4	1	0	0
Winnipeg Free Press 474	100	62	0	0	23	0	0	15
Toronto Star 801	100	35	0	0	49	0	3	13
Toronto Globe & Mail 701	101	47	5	0	43	0	1	5
London Free Press 511	100	85	0	0	11	3	0	1
Montreal La Presse ---	---	---	---	---	---	---	---	---
Montreal Star ---	---	---	---	---	---	---	---	---
Quebec Le Soleil ---	---	---	---	---	---	---	---	---
St. John Telegraph- Journal 322	100	78	0	0	5	7	2	8
Halifax Chronicle- Herald 423	101	80	4	0	0	0	0	17

<sup>1</sup> Because of the rounding of individual percentages, totals do not always equal exactly 100%.



TABLE 38

Percentage distribution of information about Quebec according to the source of news published in the newspapers under study.

January 1 - March 31, 1955

Base: Column Inches	Total %	CP %	UPI %	Southam %	Own Staff %	Other Papers %	Vari- ous %	Unspec- ified %
Vancouver Sun 205	100	44	0	0	13	10	23	10
Edmonton Journal 289	100	96	0	0	0	0	0	4
Winnipeg Free Press 359	100	78	0	0	6	0	0	16
Toronto Star 387	100	40	0	0	12	6	16	26
Toronto Globe & Mail 565	100	72	2	0	21	0	1	4
London Free Press 709	100	99	0	0	1	0	0	0
Montreal La Presse ---	---	---	---	---	---	---	---	---
Montreal Star ---	---	---	---	---	---	---	---	---
Quebec Le Soleil ---	---	---	---	---	---	---	---	---
St. John Telegraph- Journal 502	100	79	0	0	7	0	0	14
Halifax Chronicle- Herald 4,53	100	83	0	0	3	0	13	1

<sup>1</sup> Because of the rounding of individual percentages, totals do not always equal exactly 100%.



TABLE 39 (1)

Percentage distribution of information about Quebec according to the type of news item published in the newspapers under study.

January 1 - March 31, 1965

Base: Column Inches	Total %	News	Com- ment	Photo	Other
Vancouver Sun 365	100	62	27	11	0
Vancouver Times 205	100	54	17	27	2
Victoria Colonist 235	100	88	12	0	0
Edmonton Journal 471	100	65	23	12	0
Calgary Herald 493	100	59	41	0	0
Regina Leader-Post 576	100	70	14	16	0
Saskatoon Star-Phoenix 370	101	75	21	5	0
Winnipeg Tribune 560	100	73	21	6	0
Winnipeg Free Press 433	100	70	21	8	1
Toronto Star 921	100	54	44	2	0
Toronto Telegram 400	100	82	13	5	0
Toronto Globe & Mail 858	99	76	19	4	0
London Free Press 927	100	76	13	11	0

<sup>1</sup>Because of the rounding of individual percentages, totals do not always equal exactly 100%.



Table 39 (2)

	Base: Column Inches	Total %	News	Com- ment	Photo	Other
Hamilton Spectator	474	100	76	15	9	0
Windsor Star	716	100	66	22	12	0
Kitchener-Waterloo Record	752	100	68	11	21	0
Ottawa Journal	748	100	88	9	3	0
Ottawa Le Droit	10,861	100	72	8	16	4
Montreal La Presse	—	—	—	—	—	—
Montreal Le Devoir	—	—	—	—	—	—
Montréal-Matin	—	—	—	—	—	—
Montreal Star	—	—	—	—	—	—
Montreal Gazette	—	—	—	—	—	—
Quebec Le Soleil	—	—	—	—	—	—
Sherbrooke La Tribune	—	—	—	—	—	—
Three Rivers Le Nouvelliste	—	—	—	—	—	—
St. John Telegraph Journal	315	100	79	21	0	0
Sydney Cape-Breton Post	540	101	63	34	3	1
Halifax Chronicle- Herald	609	100	49	48	0	3
St. John's Telegram	284	100	68	14	13	5



## Chapter Five

### The Maritime Provinces

Less was published about the Maritime provinces as a group than about any other region of Canada<sup>1</sup>. In papers west of Ontario, coverage was extremely low. No British Columbia newspaper published more than 16 column inches about any one Maritime province, and neither Alberta paper printed more than 26". No paper in Saskatchewan or Manitoba contained more than 60" about a Maritime province. The Winnipeg Tribune's 60" on Newfoundland represented 3% of its total provincial coverage - the highest percentage given to a Maritime province by any western paper.

Coverage was also very low among Quebec papers. Eight per cent of total provincial coverage was the highest percentage any Quebec newspaper gave to a Maritime province. The largest amount printed was the Montreal Gazette's 120" about Nova Scotia.

Only among Maritime papers and Ontario papers was there higher coverage, and the amounts published in Ontario papers did not compare with the amount published about the western provinces - with the exception of the Toronto Telegram, which printed 232" about Newfoundland, representing 22% of its total provincial coverage.

The only papers published outside the Maritime region which gave good coverage (200" or over) to a Maritime province were two Ontario papers: the Hamilton Spectator printed 226" of news about Nova Scotia, and the Toronto Telegram published 232" about Newfoundland.



This chapter is concerned with the source of news<sup>2</sup> and the type of news item, as well as the amount of news published about each Maritime province. A comparison in these areas is made between the 1965 newspapers and those studied in 1960 and 1955.

### I. New Brunswick

New Brunswick ranked ninth among the provinces, according to the amount of news published in the 1965 papers.<sup>3</sup>

Only two papers published more than 200" about New Brunswick, and both were from neighboring Nova Scotia. The Halifax Chronicle-Herald printed 303" and the Sydney Cape Breton Post 237".

No other paper approached this New Brunswick coverage. Only four papers published more than 50" about New Brunswick.

	<u>Column inches</u>
Hamilton Spectator	100
Montreal La Presse	71
Toronto Telegram	60
Toronto Star	56

The Vancouver Sun, Edmonton Journal, Regina Leader-Post, Saskatoon Star-Phoenix and Three Rivers Nouvelliste had less than 10" and New Brunswick news and the Victoria Colonist and Vancouver Times had nothing at all.

2. See Chapter Three, page 46, concerning news sources in the Montreal *Devoir* and *Montréal-Matin*.

3. Table 1, page 22.



The Calgary Herald, with 26", published more about New Brunswick than any other western paper.

Amounts in Ontario newspapers varied from 100" in the Hamilton Spectator to 12" in the London Free Press. In Quebec papers, amounts varied from the Montreal Presse, with 71", to the Three Rivers Nouvelliste with 2". It was surprising to find so little in Quebec papers about a neighboring province, particularly since every Quebec paper printed more news about British Columbia and Alberta than it did about New Brunswick. It was likewise surprising that the St. John's Telegram should publish more than twice as much about British Columbia as it did about New Brunswick.

1. The Source of News 4

The Canadian Press was the source of 100% of the New Brunswick coverage in the Edmonton Journal, Regina Leader-Post, Saskatoon Star-Phoenix, Winnipeg Tribune, Winnipeg Free Press, London Free Press, Kitchener-Waterloo Record and St. John's Telegram. CP supplied over 70% of the New Brunswick news in the Calgary Herald, Toronto Telegram, Ottawa Droit, Montreal Star, Quebec Soleil and Sydney Cape Breton Post.



The Vancouver Sun took all its New Brunswick coverage from United Press International, and other U.P.I. users were the Toronto Star, Montreal Star, Hamilton Spectator and Halifax Chronicle-Herald. The Hamilton Spectator published 35" of U.P.I. material - the most used by any paper.

The three Toronto papers, the Star, Telegram and Globe and Mail published material written by their own journalists, amounting to 44%, 20% and 33% of their respective coverage.

Comment reprinted from other newspapers was used by six papers in their New Brunswick coverage, amounting to under 10% in the Calgary Herald, Montreal Presse and Halifax Chronicle-Herald, 18% in the Sydney Cape Breton Post, 31% in the Windsor Star and 57% in the Ottawa Journal.

News from unspecified sources accounted for between 40% and 65% of the New Brunswick coverage in the Montreal Presse, Montreal Gazette and Sherbrooke Tribune.

## 2. The type of news item 5

Most of the news published about New Brunswick was made up of straight news items. In 14 papers, their coverage was entirely straight news, and in all the others it was over 60%, apart from the Hamilton Spectator (56%)



and the Ottawa Journal (43%).

There was little commentary about affairs in New Brunswick, except in the Ottawa Journal (57%), and in the Toronto Globe and Mail, Windsor Star and Kitchener-Waterloo Record, where between 30% and 40% of news coverage consisted of commentary.

There were few photographs. In the Hamilton Spectator, 44% of coverage was made up of photographs, and the percentage was 27% in the Montreal Presse, 14% in the Halifax Chronicle-Herald, and 100% in the Winnipeg Free Press, which meant, however, only ten column inches.

### 3. Comparison with papers published in 1955 and 1960<sup>6</sup>

The Halifax Chronicle-Herald was the only paper showing a significant increase in its New Brunswick coverage over the period. It published 145" in 1955, 248" in 1960 and 303" in 1965. Three other papers, with much smaller amounts, nonetheless more than doubled their 1955 coverage:

	<u>1955</u> <u>Column inches</u>	<u>1965</u> <u>Column inches</u>
Toronto Star	17	56
Toronto Globe and Mail	21	46
Montreal La Presse	32	71

6. Tables 41, 43 and 44, Pages 129-129a; 131; and 132.



The Edmonton Journal showed a decline from 40" in 1955 to 2" in 1965.

In both previous years, the Canadian Press was the major source of news. The Toronto Globe and Mail used its own reporters' material for 67% of its New Brunswick coverage in both 1955 and 1960. The Quebec Soleil published some original material on New Brunswick in 1955, as did the Halifax Chronicle-Herald in 1960.

## II. Nova Scotia

Nova Scotia ranked seventh among the provinces, according to the amount published in the 1965 newspapers. Only the St. John Telegraph-Journal (with 254") and the Hamilton Spectator (with 226") published more than 200" about Nova Scotia 7.

Five papers had between 100" and 200":

	<u>Amount in Column inches</u>
St. John's Telegram	184
Ottawa Le Droit	167
Toronto Globe and Mail	127
Montreal Gazette	120
Quebec Le Soleil	101

Twelve papers published under 50", and these included all three British Columbia papers, both Alberta papers,



both Manitoba papers, one Saskatchewan paper, two Ontario and three Quebec papers.

No western paper published more than 55" about Nova Scotia, but Ontario papers ranged from the Hamilton Spectator (226") to the Ottawa Journal (23"), and Quebec papers from the Montreal Gazette (120") to the Sherbrooke Tribune (6"). The New Brunswick and Newfoundland papers had more substantial coverage, as mentioned above.

1. The source of news <sup>8</sup>

Apart from the news which came from unspecified sources, almost all the news about Nova Scotia was supplied by the Canadian Press. Ten papers relied on CP for their entire coverage.

Three papers obtained Nova Scotia news from their own staff writers: the Toronto Star (73%), the Toronto Globe and Mail (32%) and the Montreal Star (15%). Most of Montreal-Matin's 39" came from United Press International, and smaller amounts of U.P.I. material were used by the Vancouver Sun and the Toronto Telegram.

Comments reprinted from other newspapers were used by one newspaper, the St. John's Telegram, for 8% of its Nova Scotia coverage.



2. The type of news item<sup>9</sup>

Straight news reports accounted for more than 50% of the Nova Scotia news published in all papers except the Toronto Star, Hamilton Spectator and Ottawa Droit. In the latter three papers, commentary formed a significant part of the coverage, as it did in two other Ontario papers:

Percentage of Nova Scotia news in form of commentary

Toronto Star	73%
Hamilton Spectator	63%
Toronto Globe and Mail	34%
London Free Press	29%
Ottawa Le Droit	27%

There were no high percentages of comment in western, Quebec or Maritime newspapers. The Montreal Gazette, with 16%, had the highest percentage of commentary.

3. Comparison with newspapers published in 1955 and 1960<sup>10</sup>

There were some fluctuations in amount, but no significant increases in Nova Scotia news coverage over the period. There was a decline in the amount published in the St. John Telegraph-Journal, from 356" in 1955 to 254" in 1965; and in the Montreal Star, from 110" in 1955 to 61" in 1965.

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9. Table 49, Pages 137-137a.

10. Tables 41, 47 and 48, Pages 129-129a; 135; and 136.



In both previous years, the Canadian Press was the main source of Nova Scotia news. The amount of news from unspecified sources made it difficult to say whether there was a decline in certain newspapers' dependence on that source. Only the Toronto Globe and Mail and the St. John Telegraph-Journal used material from their own writers in 1955 and 1960. Table 46 shows that the New Brunswick paper used a substantial amount (38% of its 354" coverage) written by its own staff in 1955. In 1960 the Toronto Star attributed 57% of its coverage to its own staff writers.

No United Press International material about Nova Scotia was used in 1955, and only small amounts were printed in the Vancouver Sun and Montreal Presse in 1960.

### III. Newfoundland

Newfoundland ranked eighth among the provinces according to the amount of news published in the 1965 newspapers.

Only two papers published more than 200 column inches about Newfoundland in the period under study in 1965.<sup>11</sup> The Sydney Cape Breton Post published 299" (11% of its total provincial coverage) and the Toronto Telegram published 232" (22% of its total provincial coverage).

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11. Table 40, Pages 128-128a.



Two other papers had over 100" about Newfoundland: the Halifax Chronicle-Herald and the Toronto Globe and Mail both published 128".

No other paper published more than 60 column inches of Newfoundland news, and all but the Winnipeg Tribune, Regina Leader-Post, Toronto Star and Three Rivers Nouvelliste had less than 50". The Sherbrooke Tribune published none at all.

No western paper printed more than 60" about Newfoundland. The Winnipeg Tribune, which published that amount, devoted 3% of its total provincial coverage to Newfoundland, the highest percentage given by any western paper to a Maritime province.

One Toronto newspaper, the Telegram, had a large amount of Newfoundland news, (232") and another, the Globe and Mail, carried a moderate amount (128") as shown above. But coverage in other Ontario newspapers ranged from 53" in the Toronto Star to 14" in the Windsor Star.

Among Quebec newspapers, coverage was low, ranging from 60" in the Three Rivers Nouvelliste to none in the Sherbrooke Tribune.

Coverage in Maritime newspapers varied from 299" in the Sydney Cape Breton Post, to 25" in the St. John Telegraph-Journal.



I. The source of news 12

Canadian Press was the source of all Newfoundland news published in papers west of Ontario, apart from the Vancouver Sun and the Winnipeg Tribune, where other sources were used in conjunction with CP. In Ontario papers, dependence on CP varied from 100% in the Windsor Star and Kitchener-Waterloo Record to 22% in the Toronto Telegram.

Among Quebec papers, CP provided 100% of the Montreal Star's Newfoundland coverage, as well as the Three Rivers Nouvelliste's, 93% of the Montreal Gazette's coverage, 87% of the Montreal Presse's, and 57% of the Quebec Soleil's. Thirty-seven per cent of the Quebec Soleil's coverage was from unspecified sources.

Of the Maritime papers, the St. John Telegraph-Journal appeared to take the least from CP - 68% of its Newfoundland coverage - but the remaining 32% came from unspecified news sources.

The only papers which used Newfoundland copy written by their own staff were the Winnipeg Tribune (87%) and two Toronto papers, the Telegram (76%) and the Globe and Mail (53%) and the Sydney Cape Breton Post (16%).



United Press International material was used in small amounts by the Vancouver Sun, Toronto Star, Hamilton Spectator and Quebec Soleil. Montréal-Matin took 85% of its coverage from U.P.I.

Comments reprinted from other newspapers were not used as a source of information about Newfoundland.

2. The type of news item <sup>13</sup>

No photographs of Newfoundland were published by any newspaper. There was some straight news in every paper, and commentary accounted for between 30% and 50% of the coverage in the Regina Leader-Post, Saskatoon Star-Phoenix, Ottawa Journal, Sydney Cape Breton Post and Halifax Chronicle-Herald. Commentary made up 82% of coverage in the Winnipeg Tribune, 95% in the Toronto Telegram, 55% in the Toronto Globe and Mail, and 91% in the Montreal Star.

3. Comparison with papers published in 1955 and 1960 <sup>14</sup>

There were no large increases in the amount of news published about Newfoundland in the eleven papers studied during 1955, 1960 and 1965. The budget increases were as follows:

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13. Table 53, Pages 141-141a.

14. Tables 41, 51 and 52, Pages 129-129a; 139; and 140.



	1955 <u>Column inches</u>	1965 <u>Column inches</u>
Toronto Globe and Mail	28	128
Montreal La Presse	10	47
Halifax Chronicle-Herald	100	128

The only noticeable fluctuation and decrease was in the Edmonton Journal, which published 14" in 1955, 194" in 1960 and 3" in 1965.

In both 1955 and 1960, Canadian Press was pre-eminent as the source of news about Newfoundland. In 1955, CP provided between 90% and 100% of coverage in all but the Edmonton Journal and Halifax Chronicle-Herald, and in both these papers news from unspecified sources accounted for all the copy which did not come from CP. In 1960, CP provided 100% of Newfoundland coverage in all papers except the Toronto Globe and Mail, which took 83% of its Newfoundland news that year from its own writers.

#### IV. Prince Edward Island

Prince Edward Island ranked tenth among the provinces, according to the amount of news published in the 1965 newspapers.

Only the Halifax Chronicle-Herald published more than 200" about Prince Edward Island.<sup>15</sup> Apart from the Sydney Cape Breton Post, with 172", and the St. John Telegraph-Journal with 54", no newspaper carried more than



50". No western paper published more than 15" which appeared in both the Edmonton Journal and the Calgary Herald. The Toronto Globe and Mail, with 44", had more than any other Ontario paper. No Quebec paper exceeded the 11" printed by the Montreal Presse, and neither the Montreal Devoir nor the Three Rivers Nouvelliste printed any news at all about Prince Edward Island.

The Maritime papers, as shown above, varied considerably in the amounts they published. It should be noted that the Halifax Chronicle-Herald was exceptional, in that it carried more news about Prince Edward Island than it did about Ontario. The reason lay in its circulation on the Island, which makes a special case of the Chronicle-Herald in this instance. Some parallel could be drawn with the Quebec coverage found in the Ottawa Droit. <sup>16</sup>

1. The source of news <sup>17</sup>

Canadian Press material, or news from unspecified sources, accounted for the Prince Edward Island coverage in all papers, except for small amounts of United Press International copy in the Vancouver Sun, Victoria Colonist, Toronto Telegram, Montreal Presse, Montréal-Matin,

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16. See Chapter Two, Page 20, footnote 4.

17. Table 54, pages 142-142a.



Montreal Star and Quebec Soleil; and except for material written by the staffs of the Toronto Globe and Mail (90%), and the Halifax Chronicle-Herald (16%).

2. The type of news item <sup>18</sup>

One hundred per cent of the Prince Edward Island coverage in 21 newspapers consisted of straight news reports. Commentary made up 93% of the Toronto Globe and Mail's coverage, 5% of the Sydney Cape Breton Post's, and approximately one column inch in the Saskatoon Star-Phoenix.

Photographs made up 28% of the Halifax Chronicle-Herald's coverage, 41% of the Sydney Cape Breton Post's, and 100% of the Kitchener-Waterloo Record's 15 inches.

3. Comparison with papers published in 1955 and 1960 <sup>19</sup>

The Halifax Chronicle-Herald was the only paper to show a large increase in the amount of news published about Prince Edward Island. It carried 173" in 1955, 255" in 1960 and 312" in 1965.

The tables show that, while the amount of news in the Toronto Globe and Mail, London Free Press, Montreal

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18. Table 57, Pages 145-145a.

19. Tables 41, 55 and 56, Pages 129-129a; 143; and 144.



Presse and Montreal Star was small in 1965 and 1960, these papers carried no news at all about Prince Edward Island in 1955.

In both previous years, the Canadian Press provided the bulk of Prince Edward Island news. Only the St. John Telegraph-Journal and the Halifax Chronicle-Herald used material written by their own staff reporters.

### 5. Conclusions

This chapter has shown that little was written about any Maritime province in newspapers outside the region, apart from moderate amounts in some Ontario newspapers, and one large amount in the case of the Toronto Telegram's Newfoundland coverage. The chapter also showed that, in previous years, even less was published about the Maritime provinces.

All papers west of Ontario published little about the region - 60 column inches was the largest amount about a Maritime province in any western paper - but the British Columbia and Alberta press published less than other western papers.



Ontario papers varied individually in their coverage of Maritime news, but as a group carried more news than their Quebec counterparts. The Montreal *Devoir*, *Montréal-Matin* and *Sherbrooke Tribune* published consistently small amounts, and so did the Three Rivers *Nouvelliste* (apart from its Newfoundland coverage).

Newspapers published within the Maritimes varied in their coverage of neighboring provinces. The *Halifax Chronicle-Herald* contained large amounts about New Brunswick and Prince Edward Island, but less about Newfoundland. The *Sydney Cape Breton Post* had substantial amounts of New Brunswick and Newfoundland news, but less about Prince Edward Island. The *St. John Telegraph-Journal* published over 200" about Nova Scotia, but comparatively little about Newfoundland and Prince Edward Island, and the *St. John's Telegram* provided little coverage of New Brunswick or Prince Edward Island, but good coverage of Nova Scotia.

The Canadian Press was the prime source of Maritime news, in 1965 and in the earlier years. Only Ontario papers, outside of the *Maritime Press*, frequently used material from their own staff writers.



TABLE 40 (1)

Newspapers listed according to the amount of information about  
 a) New Brunswick, b) Nova Scotia, c) Newfoundland, and d) Prince  
 Edward Island, published in each newspaper under study  
 January 1 - March 31, 1965. (Amount in column inches).

a) <u>New Brunswick</u>		b) <u>Nova Scotia</u>	
	Total In Column Inches		Total In Column Inches
Halifax Chronicle-Herald	303	St. John Telegraph Journal Hamilton Spectator	254 226
Sydney Cape-Breton Post	237	St. John's Telegram Ottawa Le Droit Toronto Globe and Mail Montreal Gazette Quebec Le Soleil	184 167 127 120 101
Hamilton Spectator	100	Toronto Star London Free Press Windsor Star Kitchener-Waterloo Record Montreal Star Regina Leader-Post Three Rivers Le Nouvelliste Montreal La Presse Winnipeg Free Press	86 86 84 74 61 55 55 54 50
Montreal La Presse	71		
Toronto Telegram	60		
Toronto Star	56		
Toronto Globe & Mail	48		
Sherbrooke La Tribune	47		
Windsor Star	45		
Ottawa Journal	44		
Montreal Gazette	41		
Kitchener-Waterloo Record	35		
St. John's Telegram	28		
Ottawa Le Droit	27		
Calgary Herald	26		
Quebec Le Soleil	23		
Winnipeg Tribune	18		
Montreal-Matin	17		
Montreal Le Devoir	15		
London Free Press	12		
Montreal Star	11		
Winnipeg Free Press	10		
Vancouver Sun	5		
Regina Leader-Post	5		
Three Rivers Le Nouvelliste	5		
Edmonton Journal	2		
Saskatoon Star Phoenix	1		
Vancouver Times	0		
Victoria Colonist	0		
* St. John Telegraph Journal	-	* (Sydney Cape Breton Post (Halifax Chronicle-Herald	-
* Not included		* Not included	



Table 40 (2)

c)  
• Newfoundland

d)  
Prince Edward Island

	Total In Column Inches		Total In Column Inches
Sydney Cape-Breton Post	299	Halifax Chronicle-Herald	312
Toronto Telegram	232	Sydney Cape-Breton Post	172
Toronto Globe and Mail	128	St. John Telegraph Journal	54
Halifax Chronicle-Herald	128	Toronto Globe and Mail	44
Winnipeg Tribune	60	Toronto Star	19
Three Rivers Le Nouvelliste	60	Edmonton Journal	15
Regina Leader-Post	57	Calgary Herald	15
Toronto Star	53	Kitchener-Waterloo Record	15
Hamilton Spectator	48	Regina Leader-Post	14
Montreal La Presse	47	Hamilton Spectator	14
Winnipeg Free Press	45	Montreal La Presse	11
London Free Press	44	Saskatoon Star-Phoenix	8
Quebec Le Soleil	35	Windsor Star	8
Montreal Star	34	London Free Press	8
Ottawa Journal	32	Ottawa Le Droit	8
Montreal Gazette	30	Montreal Star	8
Ottawa Le Droit	26	Quebec Le Soleil	8
St. John Telegraph Journal	25	Montreal-Matin	7
Montreal-Matin	20	Winnipeg Free Press	5
Kitchener-Waterloo Record	19	Vancouver Sun	4
Vancouver Sun	16	Victoria Colonist	4
Windsor Star	14	St. John's Telegram	4
Montreal Le Devoir	13	Toronto Telegram	3
Saskatoon Star-Phoenix	10	Montreal Gazette	3
Vancouver Times	6	Vancouver Times	1
Edmonton Journal	3	Winnipeg Tribune	1
Calgary Herald	3	Ottawa Journal	1
Victoria Colonist	2	Sherbrooke La Tribune	1
Sherbrooke La Tribune	0	Montreal Le Devoir	0
* St. John's Telegram	-	Three Rivers Le Nouvelliste	0
* Not included			



TABLE 41 (1)

Comparison of the amounts of information about a) New Brunswick, b) Nova Scotia, c) Newfoundland and d) Prince Edward Island, published in the newspapers under study January 1 - March, 1965, January 1 - March 31, 1960 and January 1 - March 31, 1955. (Amount in column inches).

a) New Brunswick

	1955 Column Inches	1960 Column Inches	1965 Column Inches
Vancouver Sun	3	16	5
Edmonton Journal	40	15	2
Winnipeg Free Press	19	5	10
Toronto Star	17	2	56
Toronto Globe and Mail	21	54	48
London Free Press	8	17	12
Montreal La Presse	32	53	71
Montreal Star	29	22	11
Quebec Le Soleil	61	9	23
St. John Telegraph Journal	-	-	-
Halifax Chronicle- Herald	145	248	303

b) Nova Scotia

	1955 Column Inches	1960 Column Inches	1965 Column Inches
	23	55	10
	20	97	13
	18	48	50
	99	98	86
	131	186	127
	173	96	86
	60	64	54
	110	107	61
	60	5	101
	356	314	254
	-	-	-



Table 41 (2)

c) Newfoundland

	1955 Column Inches	1960 Column Inches	1965 Column Inches
Vancouver Sun	12	11	16
Edmonton Journal	14	197	3
Winnipeg Free Press	29	35	45
Toronto Star	13	8	53
Toronto Globe and Mail	28	18	128
London Free Press	25	36	44
Montreal La Presse	10	32	47
Montreal Star	16	19	34
Quebec Le Soleil	8	0	35
St. John Telegraph Journal	57	27	25
Halifax Chronicle- Herald	100	115	128

d) Prince Edward Island

	1955 Column Inches	1960 Column Inches	1965 Column Inches
	1	0	4
	35	10	15
	4	2	5
	6	0	19
	0	4	44
	0	3	8
	0	0	11
	0	13	8
	4	0	8
	54	34	54
	173	255	312



TABLE 42 (1)

Percentage distribution <sup>1</sup> of information about New Brunswick according to the source of news published in the newspapers under study January 1 - March 31, 1965.

	Base Column Inches	Total %	CP %	UPI %	South- am %	Own Staff %	Other Papers %	Various %	Unspeci- fied %
Vancouver Sun	5	100	0	100	0	0	0	0	0
Vancouver Times	0	100	0	0	0	0	0	0	0
Victoria Colonist	0	100	0	0	0	0	0	0	0
Edmonton Journal	2	100	100	0	0	0	0	0	0
Calgary Herald	26	100	92	0	0	0	8	0	0
Regina Leader- Post	5	100	100	0	0	0	0	0	0
Saskatoon Star- Phoenix	1	100	100	0	0	0	0	0	0
Winnipeg Tribune	18	100	100	0	0	0	0	0	0
Winnipeg Free Press	10	100	100	0	0	0	0	0	0
Toronto Star	56	100	18	4	0	44	0	30	4
Toronto Telegram	60	100	80	0	0	20	0	0	0
Toronto Globe and Mail	48	100	48	0	0	33	0	0	19
London Free Press	12	100	100	0	0	0	0	0	0

<sup>1</sup> Because of the rounding of individual percentages, totals do not always equal exactly 100%.



Table 42 (2)

	Base Column Inches	Total %	CP %	UPI %	South- am %	Own Staff %	Other Papers %	Various %	Unspeci- fied %
Hamilton Spectator	100	100	65	35	0	0	0	0	0
Windsor Star	45	100	69	0	0	0	31	0	0
Kitchener- Waterloo Record	35	100	100	0	0	0	0	0	0
Ottawa Journal	44	100	34	0	0	0	57	0	9
Ottawa Le Droit	27	100	70	0	0	30	0	0	0
Montreal La Presse	71	100	49	0	0	0	9	0	42
Montreal Le Devoir	15	100	0	0	0	0	0	0	100
Montréal-Matin	17	100	0	59	0	29	0	0	12
Montreal Star	11	100	73	27	0	0	0	0	0
Montreal Gazette	41	100	39	0	0	0	0	0	61
Quebec Le Soleil	23	100	74	0	0	0	0	0	26
Sherbrooke La Tribune	47	100	38	0	0	0	0	0	62
Three Rivers Le Nouvelliste	5	100	0	0	0	0	0	100	0
St. John Telegraph Journal	—	—	—	—	—	—	—	—	—
Sydney Cape- Breton Post	237	100	81	0	0	0	18	0	1
Halifax Chronicle- Herald	303	100	50	6	0	19	3	6	16
St. John's Telegram	28	100	100	0	0	0	0	0	0



TABLE 43

Percentage distribution <sup>1</sup> of information about New Brunswick according to the source of news published in the newspapers under study January 1 - March, 1960.

	Base Column Inches	Total %	CP %	UPI %	South- am %	Own Staff %	Other Papers %	Various %	Unspeci- fied %
<u>Vancouver Sun</u>	16	100	100	0	0	0	0	0	0
<u>Edmonton Journal</u>	15	100	100	0	0	0	0	0	0
<u>Winnipeg Free Press</u>	5	100	100	0	0	0	0	0	0
<u>Toronto Star</u>	2	100	100	0	0	0	0	0	0
<u>Toronto Globe and Mail</u>	54	100	0	0	0	67	0	0	33
<u>London Free Press</u>	17	100	100	0	0	0	0	0	0
<u>Montreal La Presse</u>	53	100	98	0	0	0	0	0	2
<u>Montreal Star</u>	22	100	91	0	0	0	0	0	9
<u>Quebec Le Soleil</u>	9	100	100	0	0	0	0	0	0
<u>St. John Telegraph Journal</u>	-	-	-	-	-	-	-	-	-
<u>Halifax Chronicle- Herald</u>	251	99	57	0	0	13	0	6	23

<sup>1</sup> Because of the rounding of individual percentages, totals do not always equal exactly 100%.



TABLE 44

Percentage distribution <sup>1</sup> of information about New Brunswick according to the source of news published in the newspapers under study January 1 - March 31, 1955.

	Base Column Inches	Total %	CP %	UPI %	South- am %	Own Staff %	Other Papers %	Various %	Unspeci- fied %
Vancouver Sun	3	100	0	0	0	0	100	0	0
Edmonton Journal	41	100	100	0	0	0	0	0	0
Winnipeg Free Press	19	100	100	0	0	0	0	0	0
Toronto Star	17	100	59	0	0	0	0	0	41
Toronto Globe and Mail	21	100	33	0	0	67	0	0	0
London Free Press	8	100	100	0	0	0	0	0	0
Montreal La Presse	32	101	63	0	0	0	0	13	25
Montreal Star	29	100	100	0	0	0	0	0	0
Quebec Le Soleil	61	100	57	0	0	34	0	2	7
St. John Telegraph-Journal	-	-	-	-	-	-	-	-	-
Halifax Chronicle-Herald	149	100	69	0	0	0	0	0	31

<sup>1</sup> Because of the rounding of individual percentages, totals do not always equal exactly 100%.



TABLE 45(1)

Percentage distribution<sup>1</sup> of information about New Brunswick according to the type of news item published in the newspapers under study January 1 - March 31, 1965.

	Base Column Inches	Total %	News %	Comment %	Photo %	Other %
Vancouver Sun	5	100	100	0	0	0
Vancouver Times	0	100	0	0	0	0
Victoria Colonist	0	100	0	0	0	0
Edmonton Journal	2	100	100	0	0	0
Calgary Herald	26	100	92	8	0	0
Regina Leader- Post	5	100	100	0	0	0
Saskatoon Star- Phoenix	1	100	0	100	0	0
Winnipeg Tribune	18	100	100	0	0	0
Winnipeg Free Press	10	100	0	0	100	0
Toronto Star	56	100	98	0	0	2
Toronto Telegram	60	100	100	0	0	0
Toronto Globe and Mail	48	100	63	37	0	0
London Free Press	12	100	100	0	0	0
Hamilton Spectator	100	100	56	0	44	0
Windsor Star	45	100	69	31	0	0

<sup>1</sup> Because of the rounding of individual percentages, totals do not always equal exactly 100%.



Table 45 (2)

	Base Column Inches	Total %	News %	Comment %	Photo %	Other %
<u>Kitchener-Waterloo Record</u>	35	100	69	31	0	0
<u>Ottawa Journal</u>	44	100	43	57	0	0
<u>Ottawa Le Droit</u>	27	100	100	0	0	0
<u>Montreal La Presse</u>	71	100	63	9	27	1
<u>Montreal Le Devoir</u>	15	100	100	0	0	0
<u>Montréal-Matin</u>	17	100	100	0	0	0
<u>Montreal Star</u>	11	100	100	0	0	0
<u>Montreal Gazette</u>	41	100	83	10	0	7
<u>Quebec Le Soleil</u>	23	100	100	0	0	0
<u>Sherbrooke La Tribune</u>	47	100	100	0	0	0
<u>Three Rivers Le Nouvelliste</u>	5	100	100	0	0	0
<u>St. John Telegraph Journal</u>	-	-	-	-	-	-
<u>Sydney Cape-Breton Post</u>	237	99	73	18	8	0
<u>Halifax Chronicle-Herald</u>	303	100	81	3	14	2
<u>St. John's Telegram</u>	28	100	100	0	0	0



TABLE 46 (1)

Percentage distribution <sup>1</sup> of information about Nova Scotia according to the source of news published in the newspapers under study January 1 - March 31, 1965.

	Base Column Inches	Total %	CP %	UPI %	South- am %	Own Staff %	Other Papers %	Various %	Unspeci- fied %
Vancouver Sun	10	100	90	10	0	0	0	0	0
Vancouver Times	12	100	83	0	0	0	0	0	17
Victoria Colonist	10	100	100	0	0	0	0	0	0
Edmonton Journal	13	100	100	0	0	0	0	0	0
Calgary Herald	14	100	100	0	0	0	0	0	0
Regina Leader- Post	55	100	100	0	0	0	0	0	0
Saskatoon Star- Phoenix	38	100	100	0	0	0	0	0	0
Winnipeg Tribune	43	100	100	0	0	0	0	0	0
Winnipeg Free Press	50	100	96	0	0	0	0	0	4
Toronto Star	86	100	14	0	0	73	0	9	4
Toronto Telegram	42	100	38	7	0	0	0	0	55
Toronto Globe and Mail	127	100	57	0	0	32	0	0	11
London Free Press	86	100	100	0	0	0	0	0	0

<sup>1</sup> Because of the rounding of individual percentages, totals do not always equal exactly 100%.



Table 46 (2)

	Base Column Inches	Total %	CP %	UPI %	South- am %	Own Staff %	Other Papers %	Various %	Unspeci- fied %
Hamilton Spectator	226	100	100	0	0	0	0	0	0
Windsor Star	84	100	100	0	0	0	0	0	0
Kitchener- Waterloo Record	74	100	68	0	0	0	0	0	32
Ottawa Journal	23	100	87	0	0	0	0	9	4
Ottawa Le Droit	167	100	99	0	0	0	0	0	1
Montreal La Presse	54	100	48	17	0	0	0	0	35
Montreal Le Devoir	20	100	0	0	0	0	0	0	100
Montréal-Matin	39	100	0	92	0	0	0	0	8
Montreal Star	61	100	92	0	0	0	0	0	8
Montreal Gazette	120	100	78	0	0	15	0	0	7
Quebec Le Soleil	101	100	92	5	0	0	0	0	3
Sherbrooke La Tribune	6	100	100	0	0	0	0	0	0
Three Rivers Le Nouvelliste	55	100	24	0	0	0	0	0	76
St. John Telegraph Journal	254	99	84	0	0	0	0	2	13
Sydney Cape- Breton Post	-	-	-	-	-	-	-	-	-
Halifax Chronicle- Herald	-	-	-	-	-	-	-	-	-
St. John's Telegram	184	100	75	0	0	0	8	0	17



TABLE 47

Percentage distribution <sup>1</sup> of information about Nova Scotia according to the source of news published in the newspapers under study January 1 - March 31, 1960.

	Base Column Inches	Total %	CP %	UPI %	South- am %	Own Staff %	Other Papers %	Various %	Unspeci- fied %
Vancouver Sun	55	100	33	31	0	0	0	36	0
Edmonton Journal	97	100	100	0	0	0	0	0	0
Winnipeg Free Press	48	100	58	0	0	0	0	0	42
Toronto Star	98	100	100	0	0	0	0	0	0
Toronto Globe and Mail	186	101	61	0	0	18	0	0	22
London Free Press	96	100	100	0	0	0	0	0	0
Montreal La Presse	64	100	91	9	0	0	0	0	0
Montreal Star	107	100	60	0	0	0	0	0	40
Quebec Le Soleil	5	100	100	0	0	0	0	0	0
St. John Telegraph Journal	314	100	42	0	0	4	0	0	54
Halifax Chronicle- Herald	-	-	-	-	-	-	-	-	-

<sup>1</sup> Because of the rounding of individual percentages, totals do not always equal exactly 100%.



TABLE 48

Percentage distribution <sup>1</sup> of information about Nova Scotia according to the source of news published in the newspapers under study January 1 - March 31, 1955.

	Base Column Inches	Total %	CP %	UPI %	South- am %	Own Staff %	Other Papers %	Various %	Unspeci- fied %
Vancouver Sun	23	100	70	0	0	0	0	13	17
Edmonton Journal	20	100	100	0	0	0	0	0	0
Winnipeg Free Press	18	100	100	0	0	0	0	0	0
Toronto Star	99	100	15	0	0	57	0	0	28
Toronto Globe and Mail	131	100	70	0	0	8	22	0	0
London Free Press	173	100	88	0	0	0	12	0	0
Montreal La Presse	60	100	92	0	0	0	0	8	0
Montreal Star	110	100	82	0	0	0	0	18	0
Quebec Le Soleil	60	100	100	0	0	0	0	0	0
St. John Telegraph-Journal	354	100	55	0	0	38	7	0	0
Halifax Chronicle-Herald	-	-	-	-	-	-	-	-	-

<sup>1</sup> Because of the rounding of individual percentages, totals do not always equal exactly 100%.



TABLE 49 (1)

Percentage distribution<sup>1</sup> of information about Nova Scotia according to the type of news item published in the newspapers under study January 1 - March 31, 1965.

	Base Column Inches	Total %	News %	Comment %	Photo %	Other %
Vancouver Sun	10	100	80	20	0	0
Vancouver Times	12	100	100	0	0	0
Victoria Colonist	10	100	100	0	0	0
Edmonton Journal	13	100	100	0	0	0
Calgary Herald	14	100	79	0	0	21
Regina Leader- Post	55	100	62	0	38	0
Saskatoon Star- Phoenix	38	100	95	5	0	0
Winnipeg Tribune	43	100	100	0	0	0
Winnipeg Free Press	50	100	94	0	0	6
Toronto Star	86	100	27	73	0	0
Toronto Telegram	42	100	86	7	0	7
Toronto Globe and Mail	127	101	65	34	0	2
London Free Press	86	100	71	29	0	0
Hamilton Spectator	226	100	37	63	0	0
Windsor Star	84	100	55	0	43	2

<sup>1</sup>Because of the rounding of individual percentages, totals do not always equal exactly 100%.



Table 49 (2)

	Base Column Inches	Total %	News %	Comment %	Photo %	Other %
<u>Kitchener- Waterloo Record</u>	74	100	68	0	32	0
<u>Ottawa Journal</u>	23	100	96	4	0	0
<u>Ottawa Le Droit</u>	167	100	31	27	41	1
<u>Montreal La Presse</u>	54	100	93	0	0	7
<u>Montreal Le Devoir</u>	20	100	90	0	0	10
<u>Montréal-Matin</u>	39	100	100	0	0	0
<u>Montreal Star</u>	61	100	100	0	0	0
<u>Montreal Gazette</u>	120	100	65	16	17	2
<u>Quebec Le Soleil</u>	101	100	58	0	40	2
<u>Sherbrooke La Tribune</u>	6	100	50	0	0	50
<u>Three Rivers Le Nouvelliste</u>	55	100	53	0	44	3
<u>St. John Telegraph Journal</u>	254	100	98	0	0	2
<u>Sydney Cape- Breton Post</u>	—	—	—	—	—	—
<u>Halifax Chronicle-Herald</u>	—	—	—	—	—	—
<u>St. John's Telegram</u>	184	100	68	9	23	0



TABLE 50 (1)

Percentage distribution <sup>1</sup> of information about Newfoundland according to the source of news published in the newspapers under study January 1 - March 31, 1965.

	Base Column Inches	Total %	CP %	UPI %	South- am	Own Staff %	Other Papers %	Various %	Unspeci- fied %
Vancouver Sun	16	100	75	25	0	0	0	0	0
Vancouver Times	6	100	100	0	0	0	0	0	0
Victoria Colonist	2	100	100	0	0	0	0	0	0
Edmonton Journal	3	100	100	0	0	0	0	0	0
Calgary Herald	3	100	100	0	0	0	0	0	0
Regina Leader- Post	57	100	100	0	0	0	0	0	0
Saskatoon Star- Phoenix	10	100	100	0	0	0	0	0	0
Winnipeg Tribune	60	100	13	0	0	87	0	0	0
Winnipeg Free Press	45	100	100	0	0	0	0	0	0
Toronto Star	53	100	70	15	0	0	0	0	15
Toronto Telegram	232	99	22	0	0	76	0	0	1
Toronto Globe and Mail	128	100	42	0	0	53	0	0	5
London Free Press	44	100	100	0	0	0	0	0	0

<sup>1</sup> Because of the rounding of individual percentages, totals do not always equal exactly 100%.



Table 50 (2)



TABLE 51

Percentage distribution <sup>1</sup> of information about Newfoundland according to the source of news published in the newspapers under study January 1 - March 31, 1960.

	Base Column Inches	Total %	CP %	UPI %	South- am %	Own Staff %	Other Papers %	Various %	Unspeci- fied %
Vancouver Sun	11	100	100	0	0	0	0	0	0
Edmonton Journal	197	100	100	0	0	0	0	0	0
Winnipeg Free Press	35	100	100	0	0	0	0	0	0
Toronto Star	8	100	100	0	0	0	0	0	0
Toronto Globe and Mail	18	100	17	0	0	83	0	0	0
London Free Press	36	100	100	0	0	0	0	0	0
Montreal La Presse	32	100	100	0	0	0	0	0	0
Montreal Star	19	100	100	0	0	0	0	0	0
Quebec Le Soleil	0	100	0	0	0	0	0	0	0
St. John Telegraph Journal	27	100	100	0	0	0	0	0	0
Halifax Chronicle- Herald	115	100	100	0	0	0	0	0	0

<sup>1</sup> Because of the rounding of individual percentages, totals do not always equal exactly 100%.



TABLE 52

<sup>1</sup>  
Percentage distribution of information about Newfoundland according to the source of news published in the newspapers under study January 1 - March 31, 1955.

	Base Column Inches	Total %	CP %	UPI %	South- am %	Own Staff %	Other Papers %	Various %	Unspeci- fied %
Vancouver Sun	12	100	100	0	0	0	0	0	0
Edmonton Journal	14	100	36	0	0	0	0	0	64
Winnipeg Free Press	30	100	100	0	0	0	0	0	0
Toronto Star	13	100	92	0	0	0	0	0	8
Toronto Globe and Mail	28	100	100	0	0	0	0	0	0
London Free Press	25	100	100	0	0	0	0	0	0
Montreal La Presse	10	100	100	0	0	0	0	0	0
Montreal Star	16	100	100	0	0	0	0	0	0
Quebec Le Soleil	8	100	100	0	0	0	0	0	0
St. John Telegraph Journal	57	100	100	0	0	0	0	0	0
Halifax Chronicle- Herald	100	100	83	0	0	0	0	0	17

<sup>1</sup> Because of the rounding of individual percentages, totals do not always equal exactly 100%.



TABLE 53 (1)

<sup>1</sup> Percentage distribution of information about Newfoundland according to the type of news items published in the newspapers under study January 1 - March 31, 1965.

	Base Column Inches	Total %	News %	Comment %	Photo %	Other %
Vancouver Sun	16	100	94	0	0	6
Vancouver Times	6	100	100	0	0	0
Victoria Colonist	2	100	100	0	0	0
Edmonton Journal	3	100	100	0	0	0
Calgary Herald	3	100	67	0	0	33
Regina Leader- Post	57	100	61	39	0	0
Saskatoon Star- Phoenix	10	100	70	30	0	0
Winnipeg Tribune	60	100	18	82	0	0
Winnipeg Free Press	45	100	100	0	0	0
Toronto Star	53	100	100	0	0	0
Toronto Telegram	232	100	5	95	0	0
Toronto Globe and Mail	128	100	45	55	0	0
London Free Press	44	100	100	0	0	0
Hamilton Spectator	48	100	100	0	0	0
Windsor Star	14	100	100	0	0	0

<sup>1</sup> Because of the rounding of individual percentages, totals do not always equal exactly 100%.



Table 53 (2)

	Base Column Inches	Total %	News %	Comment %	Photo %	Other %
Kitchener- Waterloo Record	19	100	100	0	0	0
Ottawa Journal	32	100	53	47	0	0
Ottawa Le Droit	26	100	100	0	0	0
Montreal La Presse	47	100	100	0	0	0
Montreal Le Devoir	13	100	77	23	0	0
Montréal-Matin	20	100	100	0	0	0
Montreal Star	34	100	9	91	0	0
Montreal Gazette	30	100	100	0	0	0
Quebec Le Soleil	35	100	100	0	0	0
Sherbrooke La Tribune	0	100	0	0	0	0
Three Rivers Le Nouvelliste	60	100	100	0	0	0
St. John Telegraph Journal	25	100	100	0	0	0
Sydney Cape- Breton Post	299	100	66	34	0	0
Halifax Chronicle-Herald	148	100	66	33	0	2
St. John's Telegram	-	-	-	-	-	-



TABLE 54 (1)

Percentage distribution <sup>1</sup> of information about Prince Edward Island according to the source of news published in the newspapers under study January 1 - March, 1965.

	Base Column Inches	Total %	CP %	UPI %	South- am %	Own Staff %	Other Papers %	Various %	Unspeci- fied %
Vancouver Sun	4	100	50	50	0	0	0	0	0
Vancouver Times	1	100	0	0	0	0	0	0	100
Victoria Colonist	4	100	50	50	0	0	0	0	0
Edmonton Journal	15	100	0	0	0	0	0	0	100
Calgary Herald	15	100	73	0	0	0	0	0	27
Regina Leader- Post	14	100	93	0	0	0	0	0	7
Saskatoon Star- Phoenix	8	100	100	0	0	0	0	0	0
Winnipeg Tribune	1	100	100	0	0	0	0	0	0
Winnipeg Free Press	5	100	100	0	0	0	0	0	0
Toronto Star	19	100	53	0	0	0	0	0	47
Toronto Telegram	3	100	0	100	0	0	0	0	0
Toronto Globe and Mail	44	100	0	0	0	91	0	0	9
London Free Press	8	100	100	0	0	0	0	0	0

<sup>1</sup> Because of the rounding of individual percentages, totals do not always equal exactly 100%.



Table 54 (2)

	Base Column Inches	Total %	CP %	UPI %	South- am %	Own Staff %	Other Papers %	Varicus %	Unspeci- fied %
Hamilton Spectator	14	100	100	0	0	0	0	0	0
Windsor Star	8	100	63	0	0	0	0	0	37
Kitchener- Waterloo Record	15	100	100	0	0	0	0	0	0
Ottawa Journal	1	100	100	0	0	0	0	0	0
Ottawa Le Droit	8	100	100	0	0	0	0	0	0
Montreal La Presse	11	100	55	45	0	0	0	0	0
Montreal Le Devoir	0	100	0	0	0	0	0	0	0
Montréal-Matin	7	100	0	100	0	0	0	0	0
Montreal Star	8	100	0	100	0	0	0	0	0
Montreal Gazette	3	100	100	0	0	0	0	0	0
Quebec Le Soleil	8	100	38	37	0	0	0	0	25
Sherbrooke La Tribune	1	100	100	0	0	0	0	0	0
Three Rivers Le Nouvelliste	0	100	0	0	0	0	0	0	0
St. John Telegraph Journal	54	100	65	0	0	0	0	0	35
Sydney Cape- Breton Post	172	100	100	0	0	0	0	0	0
Halifax Chronicle- Herald	212	100	52	0	0	16	0	4	58
St. John's Telegram	4	100	100	0	0	0	0	0	0



TABLE 55

Percentage distribution <sup>1</sup> of information about Prince Edward Island according to the source of news published in the newspapers under study January 1 - March 31, 1960.

	Base Column Inches	Total %	CP %	UPI %	South- ern %	Own Staff %	Other Papers %	Various %	Unspeci- fied %
Vancouver Sun	0	100	0	0	0	0	0	0	0
Edmonton Journal	10	100	100	0	0	0	0	0	0
Winnipeg Free Press	2	100	100	0	0	0	0	0	0
Toronto Star	0	100	0	0	0	0	0	0	0
Toronto Globe and Mail	4	100	0	0	0	0	0	0	100
London Free Press	3	100	100	0	0	0	0	0	0
Montreal La Presse	0	100	0	0	0	0	0	0	0
Montreal Star	13	100	100	0	0	0	0	0	0
Quebec Le Soleil	0	100	0	0	0	0	0	0	0
St. John Telegraph Journal	34	100	0	0	0	15	0	0	85
Halifax Chronicle-Herald	255	100	17	0	0	2	0	15	66

<sup>1</sup> Because of the rounding of individual percentages, totals do not always equal exactly 100%.



TABLE 56

Percentage distribution <sup>1</sup> of information about Prince Edward Island according to the source of news published in the newspapers under study January 1 - March 31, 1955.

	Base Column Inches	Total %	CP %	UPI %	South- am %	Own Staff %	Other Papers %	Various %	Unspeci- fied %
Vancouver Sun	1	100	100	0	0	0	0	0	0
Edmonton Journal	35	100	97	0	0	0	0	3	0
Winnipeg Free Press	4	100	100	0	0	0	0	0	0
Toronto Star	6	100	100	0	0	0	0	0	0
Toronto Globe and Mail	0	100	0	0	0	0	0	0	0
London Free Press	0	100	0	0	0	0	0	0	0
Montreal La Presse	0	100	0	0	0	0	0	0	0
Montreal Star	0	100	0	0	0	0	0	0	0
Quebec Le Soleil	4	100	100	0	0	0	0	0	0
St. John Telegraph Journal	54	100	83	0	0	0	0	0	17
Halifax Chronicle-Herald	173	101	9	0	0	30	0	4	58

<sup>1</sup>Because of the rounding of individual percentages, totals do not always equal exactly 100%.



TABLE 57 (1)

Percentage distribution <sup>1</sup> of information about Prince Edward Island according to the type of news item published in the newspapers under study January 1 - March 31, 1965.

	Base Column Inches	Total %	News %	Comment %	Photo %	Other %
Vancouver Sun	4	100	100	0	0	0
Vancouver Times	1	100	100	0	0	0
Victoria Colonist	4	100	100	0	0	0
Edmonton Journal	15	100	100	0	0	0
Calgary Herald	15	100	100	0	0	0
Regina Leader- Post	14	100	93	0	0	7
Saskatoon Star- Phoenix	8	100	88	12	0	0
Winnipeg Tribune	1	100	100	0	0	0
Winnipeg Free Press	5	100	100	0	0	0
Toronto Star	19	100	100	0	0	0
Toronto Telegram	3	100	100	0	0	0
Toronto Globe and Mail	44	100	7	93	0	0
London Free Press	8	100	100	0	0	0
Hamilton Spectator	11	100	100	0	0	0
Windsor Star	8	100	100	0	0	0

<sup>1</sup> Because of the rounding of individual percentages, totals do not always equal exactly 100%.



Table 57 (2)

	Base Column Inches	Total %	News %	Comment %	Photo %	Other %
Kitchener Waterloo-Record	15	100	0	0	100	0
Ottawa Journal	1	100	100	0	0	0
Ottawa Le Droit	8	100	100	0	0	0
Montreal La Presse	11	100	100	0	0	0
Montreal Le Devoir	0	100	0	0	0	0
Montréal-Matin	7	100	100	0	0	0
Montreal Star	8	100	100	0	0	0
Montreal Gazette	3	100	100	0	0	0
Quebec Le Soleil	8	100	100	0	0	0
Sherbrooke La Tribune	1	100	0	0	0	100
Three Rivers Le Nouvelliste	0	100	0	0	0	0
St. John Telegraph Journal	54	100	100	0	0	0
Sydney Cape- Breton Post	172	100	54	5	41	0
Halifax Chronicle-Herald	312	99	55	0	28	16
St. John's Telegram	4	100	100	0	0	0











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